

# DALLAS



OFFICIAL PUBLICATION OF  
THE DALLAS CHAMBER OF COMMERCE

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DURBAR**

MAY 21 TO 27

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*A Week Worth While*

# Dependable Electric Power an Important Factor in the Industrial Development of Dallas

—♦—

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Hundreds of new business institutions have located in Dallas. No doubt the fact that Dallas has dependable electrical power service aided materially in locating many of these new concerns here. This is particularly true of those industries that use power, for the economy and efficiency of electric energy for power purposes, has been clearly and definitely demonstrated.

It has been said that a city can progress only so fast as its electric power company is able to develop.

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—♦—

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DALLAS, TEXAS

The Rigsbee Electric Company has moved to larger quarters at 1809 Main street, their formal opening there being held April 27.

A recent issue of The Dry Goods Economist devoted a page to an illustrated story on the Neiman-Marcus Company, Dallas, featuring the artistic color schemes and general harmonious interior arrangement of the store.

# Five Dollars Is All You Need

*Five dollars cash and monthly payments of five dollars will buy a share of our 7% Cumulative Preferred Stock*

SEVERAL thousand people in the Southwest are now buying shares of our 7% Preferred Stock on partial payments so that they may share in the ownership and earnings of the Telephone System that serves them.

You, too, are invited to become a shareholder in our Company on this easy plan. Seven per cent interest credited on payments makes this an ideal savings scheme.

**7% P<sup>Cumulative</sup> R E F E R R E D S T O C K**

of the

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TELEPHONE COMPANY**



*Every Subscriber a Shareholder*



# 2 in 1

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Under One Management

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At Cost

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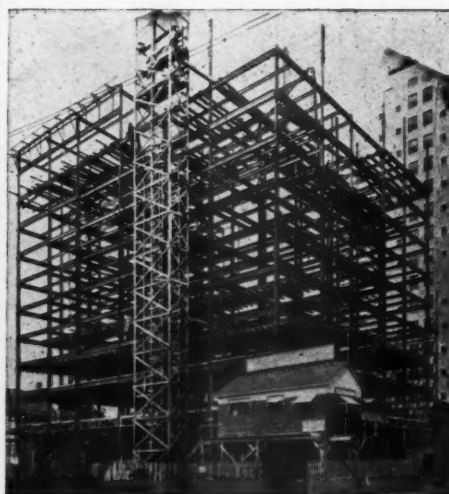
HOMER R. MITCHELL  
General Manager

Interurban Building  
Dallas

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capes, steel smoke stacks.

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STEEL AND MACHINERY  
COMPANY

## Southwest Durbar, a Week Worth While

*Dallas Says to its Thousands of Friends, "You like the State Fair of Texas in the Fall, but We Want to see you in the Spring, too, and so this Big Annual Gala Event has been arranged May 21 to 27 inclusive."*



ROM present indications, the Southwest Durbar, May 21-27, will not only be one of the most ambitious attempts at entertainment ever undertaken in the Southwest, but will be successful in every particular, offering a series of attractive features which will appeal to the taste of everyone, regardless of his or her station in life.

The whole idea of the Durbar is novel. Many cities have their musical festivals; others have athletic carnivals; still others specialize on purely theatrical entertainments, but in the case of the Durbar, all of these features have been combined into one week's fun and entertainment, and many others added.

The week's entertainment will open with special musical programs in many of the churches, and a series of high class organ recitals in various halls. All of the theatres are presenting special music and Durbar programs.

Monday will see the opening of the Durbar proper, which will be inaugurated with a grand street parade of perhaps 40 visiting bands, and the guest-bands of Dallas. In the afternoon at the Stadium in Fair Park will be held the prize band contest in which purses aggregating \$1,700.00 are offered. In the evening the prize-winning bands will render a program, assisted by the massed bands, totaling, it is said, over one thousand musicians.

*"Ride 'Em, Cowboy!"*

THE general public has not yet sensed the importance of the Rodeo or Round Up as an entertainment feature. This event is in no sense a WILD WEST SHOW. There will be nothing rehearsed about the Rodeo. It will be a contest, pure and simple. Tom Burnett of the famous Triangle Ranch has hung up prizes aggregating \$10,000 to be paid out to the cow-boys and cow-girls participating in the contests, every afternoon and evening. There will be prizes for the best riders, the best ropers, the best bull doggers, etc., and no two days'



T. E. JACKSON  
President of the Durbar

programs will be alike. Mr. Burnett predicts, before the end of the week the grand stand at the Fair Grounds will not hold the persons seeking to gain admission. The prizes offered are the largest ever offered in a similar contest, and for that reason they have attracted the best cowboy talent in Western America.

*To Present Opera "Martha"*

MUSICAL events begin Tuesday evening at the Coliseum. Then will be produced the Opera "Martha" in concert form, with a chorus of over 700 trained voices, the principal parts being taken by well known artists, and the accompaniment being furnished by the Dallas Symphony Orchestra of one hundred. This event will compare favorably with any of the presentations made at the Cincinnati Musical Festival and will be sure to attract all the music-loving public of the entire Southwest.

Another concert totally different from that of Tuesday will be presented at the Coliseum Thursday evening by the same Chorus and Orchestra, assisted by an artist or artists of international fame.

Thursday afternoon, at the Stadium, will be presented the Second Annual Auto Style Show, hereafter to be a permanent feature of the Durbar week's festivities.

*Ford Round-Up a Feature*

THE "Ford Round-Up," which takes place the same day is expected to bring to Dallas on Thursday more Ford cars than were ever seen in one city in a single day. Various prizes are being offered for the Ford which comes the longest distance to the Durbar;—for the Ford bringing the largest family to the Durbar;—for the town sending the largest number of Fords in one caravan, etc.

The great Floral Parade takes place Friday morning. In this will be seen some of the most beautiful floats ever fabricated in the Southwest, each decorated with flowers, and many of them being sent by cities and towns far away from Dallas.

*"Durbar of Flowers"*

DURBAR of the Flowers," the floral spectacle which will require the service of over three hundred trained juvenile dancers, and as many singers and actors, will have its first presentation at the Coliseum Friday evening, and immediately following this will come the Empress' Ball at which Princess Bluebonnet will be crowned Empress of the Flowers.

This same entertainment will be repeated Saturday night, while at the Stadium Saturday afternoon the Durbar Olympic and picnic games will entertain those who love sports and contests. Three days will be given up to Polo at Love Field, and there will be many swimming, golf and tennis tournaments held through the week. Beginning Thursday twenty-four baseball teams will begin an elimination contest for the Durbar Amateur Championship, which will be decided at a game held Saturday afternoon.

Saturday night there will be a carnival and street dancing at Fair Park, free to every one, and all week long, beginning Monday, those who enjoy Carnival entertainment, will be catered to by the Wortham aggregation.

(Continued on following page)

*Aero Meet of Aces*

**T**HE latest attraction for which arrangements are about completed is likely to prove one of the most thrilling. It is no less than an Aero Meet in which it is said not less than thirty "Aces" will contest in biplanes, monoplanes, etc., for valuable prizes for such events as Altitude Climbs, Speed Contests, Spot Landings, Tail Spins, Loops, and each and every thrilling stunt known to the air-man. This competition, it is planned, will be for purses offered by the Durbar management, and the entries will be from almost as many towns and cities as are represented by the number of planes. In other words, IT IS NOT A SHOW, but one of the very few legitimate aero contests held in America, and certainly the first held in the Southwest.

The railroads have from the beginning sensed the importance of the Durbar, and the surprisingly attractive rate of one and one-fifth fare for the round-trip has been authorized, thus assuring a tremendous attendance from a distance. The railroads, too, are co-operating in the advertising of the Durbar throughout the State of Texas.

All in all, it is to be the greatest event of its kind ever planned in the Southwest.

## Even in Ecuador

### *Strains from the Dallas Market are Heard*

Dallas, one of the leading jobbing centers of the United States, ships cotton gins to Egypt, Peru and Asiatic Russia, saddles to Venezuela, and goods of various kinds to almost all parts of the globe. While cotton gin and saddlery manufacturing and jobbing are two of the oldest industries of the city, here comes a newer Dallas industry bidding for world trade. The Will A. Watkin Company sends the Chamber a note that last month they sold two organs in Ecuador. Under the stimulation of the Dallas Music Industries Association, in co-operation with the Chamber, the rapidly growing sales of musical goods by the Dallas market has now reached \$10,000,000 a year and doubtless strains from Dallas musical instruments will soon be "soothing the savage breast" even in "darkest Africa" or whatever outposts of the world there may be where soothing is needed.

## Making County Greater Agriculturally



G. H. ALFORD  
Chairman of Agricultural Department

**H**OW the agricultural wealth of Dallas County is being developed is shown in the report of the Agricultural Department of the Chamber for the first three months of 1922. G. H. Alford is chairman of the department and A. B. Jolley is County Agricultural Agent. The report shows increased interest in diversification; an increase in poultry products; more interest in terracing; a growth in the desire to plant crops with seeds of a pure strain, and a growing interest in club work among women, girls and boys. The report says in part:

"During the last quarter fourteen community meetings have been held in the various communities, more especially the rural communities, with a total attendance of 2850 persons. The object of these meetings was to encourage the farmers, women, boys and girls in the economical methods of producing live stock and feed crops as well as field crops.

"Members of the County Agent's office have conducted a rather extensive home orchard campaign. During the last quarter twenty-nine orchards have been pruned. Six new orchard demonstrations have been set out under the direction of the County Agent's office during the last quarter.

#### *Terracing Demonstrations*

"Thousands of acres of land in this county are sadly neglected for the want of proper terracing and draining methods. The County Agent's office during the last quarter gave seventeen terracing demonstrations with a total attendance

of 1136 persons. Approximately 850 acres were terraced.

"Six poultry shows and schools of instruction were held in the county in the last quarter with a total attendance of 1973 persons.

"During the last quarter J. A. Moore, assistant county agent, has done a great deal of work in selecting the varieties of corn best adapted to use in this section of the State. The result of this investigation, as well as a result of previous demonstrations held under the supervision of this office, has resulted in the selection of three types of corn for use in this county, namely, Yellow Dent, Bloody Butcher and white corn.

"Some of the cotton demonstrators of Dallas County have some of the best Lone Star cotton seed obtainable. Their demonstration farms are under the supervision not only of the county agent's office, but the Government Experiment Station at Greenville. As a result of these cotton planting demonstrations several hundred bushels of good cotton seed will be available for planting purposes this spring.

"The county agent's office encouraged the farmers of this county to buy two car loads of Kansas red wheat for planting purposes, amounting to the sum of 6,000 bushels. This wheat has all been distributed to seventy farmers.

#### *Oats Treated*

"During the last quarter a number of demonstrations were given in the treating of oats for smut, and it has been found by the farmers of this county that red rustproof oats are the most profitable. Quite a number of demonstrations have been given the farmers and boys of this county in the selection of good corn seed, as well as oats and sorghum.

"During the last quarter seventeen live stock meetings have been held with a total attendance of 1140. These live stock meetings included live stock judging, feeding demonstrations and marketing organizations.

"Six hog feeding demonstrations have been started the last quarter and ten beef feeding demonstrations started.

Much enthusiasm has been shown in the boys' club work under the direction of C. W. Sherrill, assistant county agent. Thirty-eight clubs have been organized with a total attendance of 1217 boys.

"Ten terracing demonstrations, ten feeding demonstrations, twenty seed selection demonstrations and twenty poultry culling demonstrations have been given boys. Special schools of instruction in live stock judging, poultry judging, grain judging and seed selection have been given at the various schools of this county."

# Third Largest Telegraph Office Is Here

*High Rank of Dallas as a Business Center Shown by Western Union Statistics*



UTRANKED only by Chicago and New York, the Dallas office of the Western Union Telegraph Company is the third largest telegraph office in the United States, according to J. C. Jackson, city superintendent of the local office. Two thousand people are employed by the Western Union in Dallas at annual salaries aggregating \$3,000,000, all of which is left in Dallas. Three and one-half million messages a month, or 42,000,000 a year, is the enormous business handled by the company at Dallas.

"Telegraph receipts of the Dallas office have increased 1,000 per cent in ten years," Mr. Jackson said. "This gives one some idea of the growth of Dallas and the progressiveness of the city as to modern business methods. The purchase of our new six-story home about two years ago was necessitated by the growth of the telegraph business, due to the city's growth as a wholesale and general business center for the Southwest and the fact that Dallas business men believe in quick communication.

"Headquarters are maintained here for the Gulf Division, which comprises the States of Arkansas, Louisiana and Texas. Our relay business is exceptionally heavy. We maintain twelve branch offices, three of which are operated by pneumatic tubes which carry messages directly into our main operating room, where 600 people are employed. These offices adequately cover the business and residential districts and insure an excellent pick-up and delivery service. On the whole the Dallas office is one of the most complete and modern telegraph plants in the entire world.

"Speed is the slogan of the Dallas market. Freight delivery from Dallas is as quick as express from other markets, the wholesalers quote. With modern tendencies toward buying often and in small amounts, business can be speeded up by one hundred days in a three-hundred-day business year by the use of the telegraph instead of the mail, and the growth of the telegraph business here shows how wide awake are the business interests of the Southwest."

## Cotton Growers Exchange to Remain Here

Headquarters for the American Cotton Growers' Exchange, which were located in Dallas temporarily, will continue here it was decided at a meeting of the executive committee of the body in Oklahoma City. Several other important Southern cities were strong contenders for the location of the world's greatest cotton marketing organization. Among the reasons offered why the exchange headquarters remained in Texas was the fact that the Federal Reserve Bank of Dallas and other banks of Dallas, Fort Worth and Houston had been splendidly responsive to the financial efforts of the organization.

Several buildings are being considered by the Texas Farm Bureau Federation and affiliated organizations, such as the



WESTERN UNION BUILDING

American Cotton Growers' Exchange, Texas Farm Bureau Cotton Growers' Exchange, Texas Melon Growers' Exchange, and similar bodies, for new quarters to supply at least 20,000 square feet of floor space. These co-operative marketing organizations of farmers are cramped for space in their present quarters at Commerce and Browder Streets.



Main Operating Room, Western Union Building, Where 600 Work

## Entire County to Get Fire Protection

Fire protection by the Dallas Fire Department for all property in Dallas County within reach of paved highways will be the result of a contract just made between the City Commission and the Commissioner's Court. Lower fire insurance rates in the smaller towns and the possibility of fire insurance for rural property owners who have difficulty in getting insurance at any price, as well as closer community feeling between the city and county and the stimulation of permanent highway building, are among anticipated results.

This will be the first county in Texas to give fire protection to all citizens living on roads that a fire engine can travel, and so far as the precise scheme is concerned, Dallas County will be the first in the Nation to adopt it. The plan has been considered for some time but could not be put into operation until the improved highway program, guaranteed by the \$6,500,000 bond issue voted some time back, was well on its way. Under the plan the County is to purchase a fire engine, but this will not be the only one for the County's use. In the splendidly motorized fire department of the city are fifteen fire stations, and when an alarm comes from a country district, an engine will go from the nearest station. The system is now in effect but the service will be improved as city firemen become more familiar with water sources of the different rural communities.

The Texas Melon Growers' Exchange was organized by the Texas Farm Bureau Federation the past month, with A. T. Norman as manager. It has contracted with the North American Fruit Growers' Exchange to market 5000 cars of Texas melons this summer, which are expected to bring well above \$1,000,000. The North American Fruit Growers' Exchange is also planning to open an office in Dallas.

# Dallas, Complete Retail Market

By MELVIN K. HURST  
Chairman Retail Merchants' Department



LAST year Dallas celebrated the fiftieth anniversary of its incorporation and from a handful of stores along a dirt street serving less than 5,000 people at that early date, Dallas has now become the foremost retail center of the Southwest, with more than 3,000 retail establishments employing some 20,000 persons at an annual payroll of \$30,000,000 and selling \$250,000,000 worth of goods a year.

Why is Dallas the leading retail center of the Southwest? Why is its retail business equal to that of a city of 500,000? The chief answer is "service." Dallas offers a complete retail market. Dallas has the stores, the location in one of the world's richest "black land" agricultural belts, and can deliver the service. From Dallas as a center, there is a radiating spider-web of interurban and steam railroad lines reaching out in every direction. With 86 steam and 186 electric passenger trains daily and with excellent roads over which 60% of the automobiles of Texas could be driven into the city between sunrise and noon, the retail market of Dallas is wide-stretching. From almost any point within a 60-mile radius of Dallas, it is possible to get here, attend to business and return home the same day. Within this 120-mile circle are more than 1,250,000 people. Interurban electric lines alone bring 1,000,000 passengers to Dallas a year.

THE 60-mile radius is by no means the boundary of the territory wherein trade for the Dallas retail market is secured. Many of the larger merchants do a mail order business in all the Southwestern States as well as Mexico, Cuba, Hawaii, China and the Philippines. Customers for the local retail market have been reported from 48 States. Some of Dallas' stores are the oldest and largest in their lines in the Southwest. Long years of honest service are a guarantee of their reliability and their patrons number many of the "old timers" in various portions of the State. From various parts of the Southwest people come to Dallas to take advantage of its excellent retail automotive and dry goods markets, or in the case where certain types of furnishings are required for some fine new residence or in many other instances where particular people like to trade at a complete retail market rivalling those of the larger cities of the North and East.

Miss Mae McClure, associate editor of Harper's Bazar, who was recently sent to



MELVIN K. HURST

Dallas for a week's study of retail conditions, was so captivated that she remained three weeks, and had this to say in a published article:

"Dallas, a city of 158,976 according to the 1920 census, has the atmosphere and business of a city of a half-million people."

Richard Spillane, business editor of the Philadelphia Public Ledger, who was here last year, said that Dallas commands an abnormally large trade.

Still another compliment from a business expert came from James Gould, retail editor of Women's Wear, New York, who, following his visit here, said in his magazine: "Dallas is the liveliest and most progressive city I have seen outside of New York City."

LEADING all retail lines in volume of trade is the automobile industry, in all its branches, including gasoline filling stations, with an estimated annual business of \$75,000,000. Fifty million dollars is the estimated yearly business of Dallas' retail dry goods, clothing, shoes and similar lines. The business of Dallas' complete and modern department stores, largely devoted to dry goods, is placed at \$25,000,000 per annum. Dallas leads the Nation in shoes sold per capita. Experts have stated that on one Dallas block there are more shoes sold at retail than on any other block in the United States. In millinery Dallas people are ultra-fashionable, buyers being compelled to patronize wholesale markets monthly to keep up with the latest styles. Dallas sells more high-priced millinery than any other city of its size.

Considering climate, Dallas is one of the greatest retail fur markets of the country. Many expensive furs are sold here, some as high as \$10,000. Dallas claims the distinction of selling more diamonds at retail than any other city of its size in the world. Oil field men are particularly heavy purchasers, oil men having been known to purchase stones for all members of their family, paying as high as \$25,000 at one time for their purchase. In lumber, wall paper and paint the extensive and continued building boom over the Southwest has greatly swelled the business. The same applies to furniture and draperies. Dallas has the third largest furniture store in the Nation, with several others nearly as large. Dallas is one of the largest distribution centers for musical goods in the Nation, the combined wholesale and retail business reaching \$10,000,000 per annum. Hardware, toys, sporting goods, books, stationery and office supplies are among the many other lines for which Dallas is noted.

RETAIL sales of groceries and food products total \$35,000,000 annually. Local hotels, restaurants and all other public eating places have an income annually of \$9,000,000 from food sold. Reflecting the city's record building program, the retail business in all building materials amounts to \$12,000,000 annually. Dallas expends some \$1,400,000 for gas per annum, \$800,000 for coal and \$200,000 for wood.

Among important totals are drugs and confections, \$8,000,000 annually; furniture, \$5,000,000; jewelry, \$3,000,000; feed, hay and grain, \$3,000,000; publications, newsstands, \$3,500,000; hardware, \$3,000,000; sporting goods, \$1,500,000; manufacturing printers, \$1,750,000, etc. Book stores, florists, 5 and 10-cent stores, office supply houses, cigar stores, plumbing and electrical houses, farm implement and machinery dealers, photographers and leather goods dealers give strong aid in swelling the total.

The entire retail business in Dallas is one of which the city can be justly proud. The character of the retail establishments never fails to make a most favorable impression on the visitor, doing its part toward influencing him to locate here. Dallas retailers are wide awake in all matters looking to the advancement of the city and the Retail Merchants Department of the Chamber may always be depended upon to do its share and more in the general work of city advancement.

# Building Progress of City Amazing

*Permits Since Jan. 1, 1919, Approximate \$50,000,000 and Dallas Ranks Eleventh in Construction in United States for First Quarter*



DALLAS building permits since January 1, 1919 approximate \$50,000,000, which is believed to be a record over a similar period for a city the size of Dallas. Permits for 1919 were \$14,295,520; for 1920, \$13,755,219; for 1921, \$15,000,206 and for 1922 to date, \$6,828,005. The American Contractor ranks Dallas as eleventh among cities of the Nation in building permits for the first quarter of the year, while the 1920 Federal census placed Dallas as 42nd in population. The Manufacturers' Record of April 20 showed Dallas ranking third in building permits for the first three months of 1922 in sixteen Southern States, including Missouri, Maryland and the District of Columbia. Only the permits of Washington and Baltimore exceeded those of Dallas, according to the report.

Dallas is building so far this year at the rate of \$20,000,000 for the year, permits to date being considerably greater than for a similar period any preceding year. With the fact generally recognized over the Nation that the wholesale and retail business of Dallas is commensurate to that of other cities of 400,000 population; with the great impetus now given the city as a manufacturing center, and with the hundreds of new concerns and citizens now moving here, there is every reason to feel that Dallas' building program will continue unabated, if not increase.

Among the items of interest in building circles the past month are the following:

A DOWNTOWN auditorium not less than 200x300 feet and seating 7,500 is the recommendation of the committee of fifty-seven named by Mayor Sawnie R. Aldredge to work out plans for securing this much needed asset for Dallas. The proposed building would cost \$1,500,000, and citizens will be asked to form a stock corporation to secure and hold a suitable site until the city can vote bonds, according to plans. It was the opinion of the committee that the auditorium should not embody any memorial features. W. C. Everett is chairman of the general committee and the executive committee which presented the report is comprised of Mr Everett, Alex Sanger, Alex Coke, E. R. Brown, T. M. Cullum, E. J.

Gannon Jr., Mrs. A. V. Lane and Mrs. W. P. Zumwalt.

The Board of Education has authorized Lang & Witchell to prepare plans for three new grade and a negro high school to relieve congestion in the public school system. The firm of DeWitt & Lemmon, associated with William B. Ittner, has been authorized to proceed with plans for the Stephen F. Austin School.

Contract has been let to the Munn Construction Company, Herbert M. Greene Company, architects, for a two-story brick building containing 41,000 square feet of floor space, for the use of the N. O. Nelson Manufacturing Company of St. Louis, manufacturers and wholesalers of plumbing fixtures. The building, which will be located at McKinney and Broom streets, will cost \$115,000. Charles G. Singleton will be local manager for the company.

HICKEY & Montgomery have been awarded the contract for the erection of a three-story re-inforced concrete warehouse at Market and Collins street for the Edwards Manufacturing Company of Cincinnati, Ohio. It is announced by Louis W. Hickey that the 50x100-foot building will be completed within about two months. T. R. Chunn of Cincinnati is the architect. The Edwards Manufacturing Company are producers of sheet metal products.

Ground for Stoneleigh Court, \$1,000,000 apartment to be constructed on Maple Avenue near Wolfe Lane by the Efficiency Apartment Corporation, will be broken about June 1, according to an announcement by J. Edward Kennefick, president and general manager of the corporation. The building is to have 526 rooms and contain 216 apartments, according to plans.

Dr. John S. Turner and George W. Riddle recently completed a tour of 30 hospitals in the North to secure ideas for incorporation in the \$500,000 first unit of the Methodist Hospital in Oak Cliff to be started this year.

J. B. Franklin, superintendent of Baylor Hospital; Miss Helen Holliday, superintendent, and Miss Kate Duvall, assistant superintendent of nurses, are making a tour of the larger hospitals in the North for ideas in connection with the purchasing of furnishings and equipment for the

\$500,000 addition to the hospital now nearing completion.

More than a page of the April 22 number of the American Lumberman, Chicago, is devoted to the recent building show staged in Dallas by twenty local lumber yards and the Southern Pine Association. The article gave credit to the impetus toward home owning lent by the exhibit.

Through an arrangement recently made with the Dallas Architectural Club, the Bossom medal, donated by Alfred C. Bossom of New York, will be awarded annually in Dallas for the two best designs submitted at the annual exhibition of plans for small homes to cost between \$5,000 and \$10,000.

A committee from the Mid-Continent Oil & Gas Association, with headquarters at Dallas, has been named to plan the erection of a 185x185-foot brick and steel building costing \$50,000 at the State Fair to house the exhibits of members of the Association. It is to be erected by the Fair Association, according to plans, and it is expected that the rental on space signed for by members of the Association will pay for the structure within five years.

THE Boren-Stewart Wholesale Grocery Company have announced they will erect a building on property in the wholesale district owned by them, the three-story building at North Lamar, Hord and Collins streets now occupied by them having been purchased by C. W. Hobson.

Plans for the construction of a \$100,000 moving picture theater at 1521-23 Elm street have been announced by the Popular Amusement Company, which has leased the building from I. Rude for ten years. The company is composed of Leon Gohlman, L. A. Goodwin and associates.

While such contracts are not carried in the city's building permits, contract for \$93,000 worth of street paving on Clinton avenue has been awarded to the Uvalde Paving Company. The Texas Road Company has been awarded the contract for paving 4,000 feet of the Dallas-Oak Cliff viaduct at \$1.84 per square yard, total cost \$33,488.

Permit for the erection of a three-story structure at 612 N. Harwood to cost \$125,000 has been let to Kean & Crofford.

# Procter & Gamble Plant of Great Size

*Dallas Was Chosen for Southwestern Branch by Cincinnati Concern Only After Years of Long and Exhaustive Investigation*

**T**HE Dallas plant of The Procter & Gamble Manufacturing Company is one of the newer additions to the Dallas manufacturing colony located in South Dallas.

After a very exhaustive investigation by Mr. A. E. Anderson and Mr. F. M. Barnes, members of the Executive Committee of this Company, who visited practically every city of importance in the Southwest, a decision was arrived at that Dallas offered the best opportunities in every way for the location of this particular industry.

The Dallas plant is one of the branches of the home plant, which is located at Ivorydale, Ohio, and is devoted exclusively to the manufacture of Crisco, Selex, and the cooking compounds, Flake-white and Invincible, as well as the cooking oils, Marigold and White Clover.

The plant consists of six large, modern fireproof buildings built of concrete and brick and is an entire unit in itself, fulfilling every stage from cottonseed oil to the finished product.

The Procter & Gamble Company carries its progressive manufacturing ideas into its dealings with its employees, and was one of the first corporations in the

United States to take employees in on a profit-sharing plan.

In addition to the Profit Sharing Plan, the company has also a Stock Ownership Plan, by which plan over five million dollars' worth of the company's stock is in the hands of their employees, many of whom have never been on other than an hourly basis of pay.

The company has also a pension and benefit plan, which amplifies the field so ably covered by the Workmen's Compensation Act in the State of Texas, whereby employees who are taken sick receive sick benefits after their first week of illness, even though their illness is not caused by industrial conditions. An employee who reaches the age of sixty-three years can be retired on a pension which will assure him a comfortable living income for the rest of his life.

In addition to the above mentioned benefits, the company pays an insurance equal to a year's pay to the beneficiaries of any employee who dies from any cause whatsoever except through wilful misbehavior on his own part.

In order to assure the employees that no favoritism is being used in the awarding of these benefits, they elect from their own number two representatives

who act with the plant superintendent in the reviewing of all cases. Thus, the employees themselves decide who is and who is not worthy of benefits.

The Dallas plant is the only Procter & Gamble plant in the United States, except the home plant at Ivorydale, Ohio, which manufactures the nationally known shortening—Crisco. It supplies the entire Southwest and also the Pacific Coast with its products, and every case which leaves the plant has printed upon it "Made in Dallas, Texas." In this way the Procter & Gamble Company is helping to spread the doctrine Made-in-Dallas throughout the entire Southwest.

It should be a matter of pride to the citizens of Dallas to know that an institution of as great national importance as the Procter & Gamble Company has selected Dallas as the ideal city of the Southwest, and it should also be a matter of pride to realize that a product known throughout the United States for its purity and satisfactory qualities is manufactured in Dallas.

The officials of the local branch are: R. H. Allen, plant superintendent; F. S. Gough, office manager; W. McWhirt, buying and traffic departments.



Dallas Plant of the Procter & Gamble Manufacturing Company

## Motor Repair Base Will Be in Dallas

Dallas will be made repair base for the United States mail motor fleets for the district comprising Texas, Oklahoma and Western Louisiana, as a result of an inspection trip made here by George C. Baker, assistant general superintendent of the division of motor vehicle service. A new building will be erected here to

serve as repair depot for all mail trucks used in cities within this district. Postmaster John W. Philp is advertising for bids for the erection of the structure which must have capacity for the care of 500 automobiles. Several hundred men will be employed when the plant is developed to full capacity.

This is further recognition by the government of Dallas as the "key city" of the Southwest, there now being more than 20 Governmental agencies here, employing more than 1000 persons.

## Guaranty Bank Is Now Nationalized

The Guaranty Bank and Trust Company has become nationalized and will be known as the Republic National Bank. The institution opened February 14, 1920, and its deposits have increased from \$800,000 to \$5,000,000. W. O. Connor is president. The officers of the bank will remain unchanged.

# New Concern List Rapidly Swelling

*April Results Indicate All Records of Commercial and Industrial Growth in Dallas Will Be Broken During Present Year*



CONTINUING its record of unprecedented growth, Dallas secured approximately 70 new concerns during April as compared with 60 in March, according to the announcement of the Industrial Department of the Chamber. This brings the list for 1922 up to the 225 mark, and does not include the smaller retail establishments and small offices that have been opened in large numbers. Following is the list for April:

**Acme Retail Brick Company**, 2840 North Haskell Avenue, incorporated for \$5,000 to do a retail business in building brick; L. G. Waskom, F. H. Shaw and R. H. Waskom, incorporators.

**American Iron & Metal Company**, incorporated April 7 for \$75,000, M. Feldman and R. H. Nathan, incorporators. This company will make \$10,000 worth of improvements at its new location on Latimer Street and Santa Fe Railway.

**Atlas Wood Products Company**, C. W. Ashner, president, W. W. Bradley, vice-president, and W. F. Bradley, superintendent, has purchased plant of Universal Body Manufacturing Company at Grand Prairie and will manufacture step ladders and other wood products.

**Boyd-Patterson Printing Company**, new printing plant established at 1323-25 Wood Street by W. R. Patterson of Dallas and W. R. Boyd of Fort Worth, to engage in general commercial printing business.

**Hamilton Carhartt Overall Company**, 3028 Commerce Street, incorporated April 23 under Texas laws, \$50,000 capital stock, Hamilton Carhartt Sr., J. B. Austin, S. A. Leake and L. L. Joyner, incorporators. This company has operated a plant in Dallas for a number of years under the name, Hamilton Carhartt Cotton Mills.

**A. P. Carey Company**, 1813 Main Street, has increased its capital stock from \$50,000 to \$300,000 to take care of its increase in business. This company will occupy a large space in the Medical Arts Building when it is completed.

**Checkometer Company**, 914½ Main Street, office for the distribution of check protectors in Texas; home of-

ice, Chicago, Ill.; Harry Carness, State manager.

**Dallas Battery Box Company** has leased building being erected by R. A. Porter, in Oak Cliff, on Santa Fe Railroad, off Lancaster Avenue, and will install machinery for manufacture of automobile storage battery boxes, to be in operation about May 15.

**Dallas Oil News**, new weekly publication devoted to oil industry, C. W. Kleine, editor; publication office, 1323 Wood Street.

**Dallas Radio Company**, chartered April 23, \$25,000 capital stock, to engage in distribution of radio equipment in Southwest. Tom B. Burnett, Irene V. Ferrell and H. B. Seay, incorporators. Temporary offices, 300 North Walton Street.

**Dixie Publishing Company**, chartered April 12, \$3,200 capital stock, C. E. Linz, W. E. Talbot and E. G. Stube, incorporators, to publish "Industrial Dixie," a magazine devoted to industrial progress in the South. Offices in Southwestern Life Building.

**Dudley Bar Sales Company**, Chattanooga, Tenn., granted permit to do business in Texas on April 17, \$150,000 capital stock, D. B. Knowlton, State agent. Offices, 826 Wilson Building. Business, reinforcing steel.

**Dust-Eter Company**, incorporated April 21, \$5,000 capital stock. S. M. Neumaier, president; P. L. Bearden, vice-president; J. M. Pandres, advertising manager. Plant at 1703½ Live Oak Street. To manufacture special chemically treated dust cloths.

**Edwards Manufacturing Company** of Cincinnati, O., has let contract to Hickey & Montgomery for three-story building, 50 by 100, to be erected at North Market and Collin Streets at a cost of \$50,000, to serve as Southwestern distributing branch. This company, which manufactures metal building material, is at present located at 1635-39 Pacific Avenue.

**E-Ken-O-Me Builders, Inc.**, incorporated April 23 for \$300,000, C. M. Wheeler, G. L. Hicks and Knox Armstrong, incorporators, to engage in building business. Offices, 1901½ Live Oak Street.

**Emerson Shoe Company**, Rockland, Mass., has opened retail shoe store at

1410 Elm Street, L. L. Firestone, manager.

**Empire Fuel Corporation**, Dallas County Bank Building, has increased its capital stock from \$1,000,000 to \$5,000,000, and is planning to develop its lignite holdings in Milam County. E. B. Neiswanger is president and general manager.

**Ess-Tee Radio Company**, 1810 Commerce Street, will engage in the radio supply business. J. G. Tomlin and A. E. Scheffler are operating the business.

**Evans-Nunn Drug Company**, chartered April 3, \$10,000, to operate drug store at 1618 Main Street, J. B. Hill, B. C. Workman and J. L. Nunn, incorporators.

**Fidelity Building & Loan Association**, incorporated April 7, \$5,000,000 capital stock, to engage in old line building and loan business; T. E. Jackson, chairman executive committee; M. M. Crane, president; E. W. Morten, vice-president; A. A. Jackson, vice-president; J. W. Halsell and M. M. Crane, Jr., directors. Offices, temporarily at 1003 Main Street; H. E. Spafford, secretary and treasurer, actively in charge of business.

**George H. Ford**, has opened display rooms at 3115 Commerce Street, handling a complete line of cotton gin machinery, including the Sam Williams Cotton Cleaner, Centennial Cotton Gin Machinery and Lazier oil and gas engines.

**H. C. Foy Glass Company**, Rochester, Pa., will open State headquarters in Dallas within a short time, with R. C. Cleveland as manager.

**General Motors Truck Company**, Pontiac, Mich., has converted the Dallas agency into a direct factory branch, with H. A. Neill, formerly manager of the Philadelphia branch, as State manager. The branch is located at Jackson and Jefferson Streets.

**Goelitz Candy Company**, 1007-1009 Camp Street, branch of the Goelitz Confectionery Company, North Chicago, Ill., is installing modern machinery for a candy factory and will be in operation early in May. Armin Goelitz and S. J. Tolle are in charge of the Dallas plant, which will produce a complete line of Goelitz specialties, including their "candy corn,"

a reproduction of a grain of corn in candy. The company will distribute its output through the leading jobbers of the Southwest.

**Helvetia Milk Condensing Company**, St. Louis, Mo., granted permit to do business in Texas, capital stock, \$50,000; C. J. Maher, State agent, 220 Southwestern Life Building.

**Fred L. Lake & Co., Inc.**, 1015 Elm Street, has installed plant costing \$10,000 to manufacture milk bottle caps, with capacity of 500,000 caps daily, sufficient to meet the demands of the trade area.

**Lewis Oil Corporation**, 201 Dallas County Bank Building, has organized a Texas corporation under the name, Lewis Oil Corporation of Texas; capital stock, \$50,000; S. C. Lewis, president; E. H. Barber, secretary, and S. A. Cochran, refinery superintendent. This company has had offices here for some time.

**Liberty Building and Loan Association**, 409 Linz Building, has been incorporated with \$10,000,000 capital stock, to engage in old line building and loan business. S. E. Moss, Eugene Debogory and J. E. Farnsworth, incorporators.

**Liggett & Myers Tobacco Company** has leased offices at Main and Harwood Street and will move from its present location about May 1. These offices will be headquarters for the Southwest; G. W. Stover, division manager.

**Loutex Corporation**, of Wilmington, Del., granted permit to do business in Texas, \$100,000 capital stock, designating Dallas as Texas headquarters.

**Mack-International Motor Truck Corporation**, of New York, has established direct factory branch at 2421 Main street, where offices, showroom, service station and parts depot have been established. The company plans to erect a large building later.

**Mexia-Richland Oil Syndicate**, \$75,000 capital stock, has moved its offices from Richland to Dallas, headquarters 1608 Main Street; Sewell Hicks and Joseph Chamber in charge.

**Miller-Moore Mortgage Company**, chartered April 6, \$10,000 capital stock; L. D. Miller Sr., L. D. Miller Jr., and M. L. Moore, incorporators.

**National Sales & Distributing Agency**, Kansas City, Mo., distributors of vault locks, has selected Dallas for State headquarters and will open offices in near future, with W. L. Bradley, J. H. Batson and Ralph Hughes associated in handling the State.

**N. O. Nelson Manufacturing Company**, St. Louis, Mo., previously an-

nounced, has let contract to Munn Construction Company for a 2-story brick building 115x260 feet, containing 41,000 square feet of floor space, to cost \$115,000. The building will house the company's new distributing branch which will handle the Southwestern trade territory. Charles G. Singleton, who will manage the branch here, has moved to Dallas from Memphis and purchased a home here.

**New York Manufacturing Company, Inc.**, 907 Commerce Street, chartered under Texas laws on April 23, \$25,000 capital stock; L. S. Aronson, Isador Yahr and Justin S. McCarty, incorporators. The company will continue its business as in the past.

**North American Fruit Exchange**, New York, has established offices in Dallas in connection with Texas Farm Bureau Federation, Commerce and Browder Streets, W. B. Farrar, manager.

**Oak Cliff Building & Loan Association**, Tenth and Jefferson Streets, incorporated for \$1,000,000; Hugh W. Ferguson, President.

**Peden Iron & Steel Company**, Houston, Texas, has established offices in the Praetorian Building with W. E. Harvin as manager. The Dallas office will specialize in oil well supplies and builders' hardware.

**Peerless Southwest Company**, Warren, O., manufacturers of electrical machinery, has been granted permit to do business in Texas, headquarters, 2002 Live Oak Street; L. B. Gottschall, State agent.

**Philadelphia Storage Battery Company of Texas**, incorporated under Texas laws April 13, \$15,000 capital stock; Charles C. Norris Jr., David W. Hardy and Ralph Randolph, in-

corporators. State distributing headquarters on South Ervay Street, near Marilla Street.

**Radiophone Supply Company**, 1907 Main Street, dealers in radio equipment and supplies; W. H. Fine manager.

**Radio Electric Company**, 513 South Ervay Street, dealers in radio equipment.

**Radio Appliance Company**, 302 N. Ervay Street, dealers in radio equipment.

**Rainbow Family Laundry, Inc.**, chartered April 18, \$30,000 capital; T. A. Manning, president and treasurer; A. R. Andrews, vice-president and secretary; S. W. Inglish, director. This company has acquired the Rainbow Family Laundry at 4424 Elm Street and is putting plants at 3407 Grand Avenue and 210 East Jefferson Street, Oak Cliff.

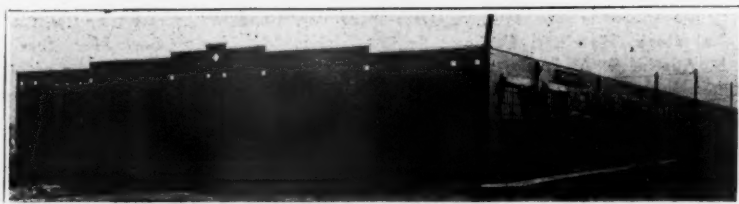
**Ronile Amusement Company**, incorporated with \$7,000 capital stock; A. J. Walker, E. O. Massie and E. L. Fagin, incorporators. The company will build and operate a motion picture theatre on Knox Avenue, just outside Highland Park, work to begin in the near future.

**Royal Baking Company**, 2310½ Elm Street, incorporated April 13, \$7,500 capital stock; M. M. Winters, B. Harris and Morris Laufer, incorporators.

**Rutledge Printing & Stationery Co., Inc.**, 1408½ Marilla Street, incorporated April 11, \$20,000 capital; E. M. Rutledge, J. E. Sheridan and W. E. Hubbert, incorporators.

**Security Oil Syndicate**, 310 Southland Life Building; capital stock

## *New Warehouse Gives Impetus to Dallas as Paint Center*



PEASLEE-GAULBERT COMPANY WAREHOUSE.

How Dallas as a distributing center makes good with outside concerns is illustrated by the record of the Peaslee-Gaulbert Company of Louisville, Ky., organized in 1867. In November, 1920, the Company decided that Dallas would be the logical point for the distribution of its products in the Southwest and placed a branch here. After having been in business less than a year, the prospects and developments were so favorable that the company purchased two acres at Earl and Logan Streets, South Dallas, and have erected a 100x330-foot brick warehouse, solid concrete floor with 5,000-foot basement, 260 feet trackage, practically fireproof as it is fully sprinkled. The concern has just finished the largest filling station in the Southwest, with a capacity of 40,000 gallons, for the distribution of linseed oil, turpentine and lenatured alcohol. The concern distributes a complete line of paints and varnishes manufactured by their plant at Louisville, and also carries a warehouse stock of dry colors, brushes, glassware, insecticides, heavy drugs, window glass, bottles, etc. Eleven salesmen cover Texas and parts of Oklahoma and New Mexico.

\$200,000; R. P. Craton, Trustee; J. B. McEntire, counselor.

**Service Tire Company, Inc.**, 2001 Main Street; tire dealers and service and filling station. F. E. McLarty, president; J. S. Cruse, vice president and general manager; W. G. Broyles, treasurer.

**N. S. Sherman Machine & Iron Works**, Oklahoma City, Okla., granted permit to do business in Texas on April 12, designating Dallas as Texas headquarters. Capital \$100,000.

**Silvers Box Corporation**, Forney Road, has announced plans for an important new unit for the manufacture of battery boxes. The company plans to erect a two-story fire-proof building, 100x200, and to equip it with modern machinery, at a cost of \$100,000, work to begin in June and the plant to be in operation by January 1, 1923. The plant will be the largest of its kind west of Niagara Falls, with a daily capacity of 12,000 boxes, or an annual output of 3,000,000 boxes. Its output will be sold in Texas, Louisiana, Arkansas, Oklahoma, New Mexico and the Republic of Mexico.

**Southwest Chemical Company**, Central Avenue and Flora Street, Chartered April 10, \$10,000 capital stock, J. W. Morrow, M. C. Harris and J. F. Harrington, incorporators. This company has been in business for some time, manufacturing all kinds of chemically sanitary products.

**Southwest Radio Corporation**, granted charter April 24, \$2,000 capital stock; L. T. Carpenter, E. B. Willard and G. S. Atkinson, incorporators. This company is organizing to act as distributors of radio equipment in the Southwest. Offices have not yet been established.

**Southwest Radio Supply Company** has moved into new and larger quarters at 1812 Main Street, made necessary by its rapidly increasing business. The company is distributor for radio equipment and supplies in the Southwest.

**Southwestern Hatters Supply Company**, 1408½ Main Street; chartered April 23, \$5,000 capital stock; N. L. Powell, J. D. McCain and J. F. Murphy, incorporators.

**Specialty Shoe Company** has leased building on Main street adjoining Great Southern Life Building, for a period of ten years for \$114,000. Improvements are being made and a retail shoe store will be opened about June 1, handling Ralston shoes.

**State Bank & Trust Company**, formerly the Home Trust & Savings Bank, in Oak Cliff, has occupied its

and its officers are O. H. Shoup, president; George T. Bradley, vice-president; A. B. Brown, secretary; B. F. Bates, treasurer.

**I. Zesmer** has leased the building at 1412 Elm Street and will soon open another shoe store for women. new quarters at 1806 Main Street. Capital Stock, \$100,000. Officers: Hugh W. Ferguson, president; A. L. Slaughter, active vice-president; William H. Atwell, vice-president; J. D. Rose, vice-president; Albert T. Walraven, vice-president; E. P. Gaston, cashier; W. H. Gaston, Thomas G. Beckett, Earle E. Hurt, L. Siegel, Sam J. Hogsett, Z. A. Rosenthal, W. R. Stover, Berry F. Davis, J. C. Garrison, D. Drebeen, J. B. King, directors.

**Steiner Manufacturing Company**, St. Louis, Mo., has opened display room at 2020 Main Street, J. Landauer, district manager. The company manufactures electric meat choppers and coffee mills.

**Storm-Cummings Company**, 1005 Commerce Street, was incorporated April 17, \$50,000 capital stock; P. G. Storm, J. H. Cummings and V. C. Murray, incorporators. The company will continue its business as in the past.

**Surety Loan & Financing Company**, L. T. Hill, Secretary, has opened offices at 1315 Main Street, basement of the Scollard building.

**Texas Company** offices have been opened at 1011 Southwestern Life Building by the Asphalt, Traffic and Railway Sales Departments of the Texas Company, with A. D. Stivers in charge of asphalt sales and L. R. Dallam in charge of the traffic and railway sales departments.

**Texas Melon Growers' Exchange**—The recently organized Texas Melon Growers Exchange has selected Dallas for State headquarters and will maintain offices in connection with the Texas Farm Bureau Federation, Commerce and Browder Streets; A. T. Norman, manager.

**Texas Vinegar Company**, recently incorporated for \$5,000, has leased a building at 2507 Harrison Street, and will install equipment at once for a vinegar factory. S. H. Rushnefsky, Aby Hiller and Alex Wolff are incorporators of the company.

**Tire Market of Dallas**, incorporated April 7 for \$25,000; W. W. Spruce, E. L. Ryan and J. C. Williams, incorporators. Operate tire store at 2012 Commerce Street.

**United Chemical Company**, incorporated April 10, for \$30,000; W. G. Carroll, G. T. Cobb and E. O. Cobb, in-

## Elected President of Hotel Men's Assn.



OTTO HEROLD

Larger downtown hotels have formed the Dallas Hotel Men's Association to co-operate with the Chamber of Commerce in bringing more conventions to Dallas and otherwise aid in the upbuilding of the city. Officers are as follows: Otto Herold, president; Fred McJunkin, vice-president, and Sam Fowlkes, secretary. The association comprises the following hotels: Adolphus, Oriental, Jefferson, Southland, St. George, Waldorf, Texan, Campbell House and Galloppe.

corporators. This company has acquired equipment of sulphuric acid plant formerly operated at Sugarland, and has installed the first unit at the Aviation Repair Depot, Love Field, for the manufacture of battery acid. Additional equipment for the manufacture of commercial sulphuric acid will be installed shortly.

**Walker & Beane, Inc.**, New Orleans, La., granted permit April 11 to do business in Texas; capital \$100,000; W. S. R. Beane, State Agent; Texas headquarters, Dallas. Engaged in cotton business.

**J. G. Wilson Corporation**, New York, manufacturers of rolling steel shutters and partitions and Venetian blinds, has selected Dallas as Southwestern headquarters and will soon open offices here with Charles Maisiey in charge.

**Western Oil Fields Corporation**, Denver, Col., has leased offices on the twentieth floor of the new Magnolia Building, and will establish important offices in Dallas to look after the company's extensive petroleum interests in Texas, Oklahoma and Louisiana. This company is one of the big operators in the Mexia field, having drilled the Desenberg well, which was bought by the Magnolia Petroleum Company for \$1,100,000. The company is capitalized for \$6,500,000,

## DALLAS

Official Organ of the Chamber of Commerce, published monthly in the interests of Dallas

Z. E. BLACK, EDITOR

Vol. 1 May, 1922 No. 5

### DALLAS CHAMBER OF COMMERCE

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Chamber of  
Commerce of  
the United  
States

### Your Name and Address

We at all times endeavor to keep our mailing list corrected; however, this cannot be done in some instances without the help of our members. In case your mail from the Chamber is not correctly addressed, or, in case you change your present address, if you will notify the Chamber promptly, either by phone or otherwise, it will help us materially in keeping our mailing list corrected.

## Team-Work Is Urged by Herbert Hoover

That improved business and social conditions in America will come largely through the actions of Chambers of Commerce, was the statement of Secretary of Commerce Herbert Hoover in a recent address at Denver.

"One thing that has come out of the war is an enlarged sense of co-operation among the American people," he said. "They have learned the primary essential of team-work. We have gone by the time when we could say, 'Every man to himself and the devil take the hindmost,' because it was the hindmost that threw the bricks in our social edifice. I hope that every community will support fully its Chamber of Commerce because it is through such associations that we can secure constructive action for the advancement of the primary necessities of the American people and the solution of our national difficulties."

### "Texas, The Marvelous"

Theodore H. Price, editor of "Commerce and Finance," New York City, who visited in Dallas last year, is quoted in "Texas Today," as follows:

"I have been much in Texas during the past ten years. I have come to believe it is the greatest State in the Union, not only in size, but in its opportunities and the enterprise of its people. It has, I believe, about 4,600,000 persons. It ought to and will no doubt show an enormous growth during the next two decades.

"I intend to send my children to Texas before I send them to Europe, for I do not believe that our American youth can realize what they have to be thankful for until they have seen Texas. I am advising all my New York friends to do likewise."

"If a man does not make new acquaintances as he advances through life he will soon find himself alone. A man should keep his friendship in constant repair."—Samuel Johnson

### Letter Praises Dallas

"Chamber of Commerce, Dallas. "Thank you for your letter and the March issue of 'Dallas.' I have been interested in 'Dallas' since the first announcement of its appearance. It is a publication worthy of its name and exceeds my rather high expectations. The best Chamber of Commerce publication—I'm in Dallas, too.—Wainwright Bridges, Secretary Chamber of Commerce, Antlers, Okla."

## Posting Street Railway Employees on City

"Partners," official organ going to all employees of the Dallas Railway Company, has carried in two installments the entire contents of "Dallas from A to Z," a statistical pamphlet issued recently by the Chamber. One of the first sources of information sought by a visitor to a city is the conductor on a street car. It is the aim of the Dallas Railway Company, according to C. J. Crampton, editor of "Partners," to have its employees fully posted on the city and each of them a "Dallas booster." This type of co-operation is greatly appreciated by the Chamber of Commerce.

## Publicity for Dallas

The Texas Commercial News, published at Sugarland, Texas, a successor to the Texas Farm and Industrial News, carried generous space on Dallas in its first issue, including a cut of the popular "Dallas by Night" view. The magazine will feature Southwestern commerce, industry and agriculture.

## Chamber Felicitated Upon New Home

F. D. E. Babcock, secretary of the Chamber of Commerce, Worcester, Mass., has written:

"Hats off to Dallas and the Dallas Chamber of Commerce. The Worcester Chamber extends to you sincere congratulations upon the acquisition of a home of your own. It is a reflection of the 'Dallas spirit,' of which you may be justly proud. We hope that the new building and the support of your citizens will be the means of enlarging the effectiveness of your work and the growth and prosperity of your splendid city."

## Mexia Issues Magazine

"Mexia" is the name of a monthly magazine recently initiated by the Mexia Chamber of Commerce, with Secretary DeWitt Lamb as editor. It is a most creditable publication and carries extensive news about our rapidly growing neighbor to the south and the famous oil fields of which it is the center.

## East Texas Chamber Moves

Headquarters of the East Texas Chamber of Commerce have been moved from Mount Pleasant to Marshall, in the Hotel Marshall Building. This organization rotates its headquarters annually. E. P. Gaines is manager of the body.

## Employment Bureau for Texas Ex-Service Men Opened

The Chamber of Commerce is informed in a letter from Major T. J. Powers of the Adjutant General's Department, Austin, that an American Legion employment bureau for the entire State has been opened at Austin with Major Powers in charge. Systematic and concentrated effort will be put forth to secure employment for all ex-service men in the State, the letter stating it is estimated that there are 14,000 in Texas now out of work. Through the Chamber of Commerce, Major Powers has issued an appeal to all business organizations in Dallas for hearty co-operation in the very worthy work his employment bureau has undertaken.

## Good Will Party from St. Louis Here

The Chamber of Commerce enjoyed the privilege of entertaining the good will excursion of the St. Louis Chamber of Commerce on April 29, the St. Louisans concluding here a tour of the State, the first in many years. Heading the party were Phil A. Becker, chairman of the tour, and Paul V. Bunn, general secretary of the St. Louis Chamber. Warm friendship and offers of service for the betterment and growth of both cities were pledged by the visitors and reciprocated by the Dallas people at a banquet for them here.

The postal receipts for Dallas during March totaled \$219,519, an increase of \$777 over March, 1921, according to official statistics from Washington.

## TRUE ECONOMY

WE make no claim of being cheap printers in the sense of shaving the price down a little lower than the other fellow. We have too much pride in maintaining our standard of good work to permit us to sacrifice that standard to mere cheapness. Cheapness is neither good for you nor for us. But by giving intelligent service and providing you with printing that is the best we know how to make for the purpose for which it is to be used, we demonstrate that it is true economy for you to deal with us.

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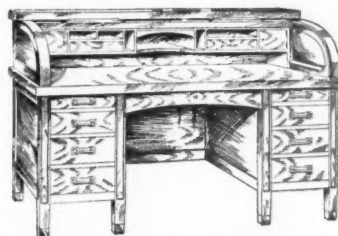
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DALLAS.

TEXAS

# Three Theaters Costing \$4,000,000 Opened Here the Past Year

**D**ALLAS has firmly established itself as the Amusement Center of the Southwest with the opening during the past year of three new palatial playhouses costing in the aggregate nearly \$4,000,000, and with a seating capacity of 7,500, and employing 160 people. This gives the city 31 theaters (five for negroes), with a combined seating capacity of nearly 27,000. In addition to the Majestic, Palace and Hope Theaters, mentioned in the foregoing, and shown on these pages, the Fox and Happyland theaters have been opened the past year in the downtown district, as well as one new neighborhood theater, and at least two other playhouses will be opened this year.

Next to its hotel accommodations, a city is chiefly judged by the amusement enterprises it has to offer visitors and its home people. J. D. Williams, president of the J. D. Williams Amusement Company, told guests at a recent luncheon of the Manufacturers' Department of the

Chamber. Mr. Williams heads the company which opened the Hope May 26, Dallas' newest theater. He is also general manager of the Associated First National Pictures Corporation, controlling 3,300 theaters in the United States, of which the Hope is a unit. Laurence F. Stuart is manager of the theater, Grace Wynden Vail, publicity director and hostess, Thomas Brulatour, treasurer, and Louis Fauchet, assistant to Mr. Stuart.

"The new six-story Hope was not built in Dallas by accident," Mr. Williams said. "We investigated thoroughly before making an investment here and I want to say I have never seen a more progressive city, or one with a more promising future than Dallas."

During the past month the first anniversary of the Majestic Theater was celebrated. In this theater Dallas has the finest theater in the Southwest and one of the most elaborate and most expensive vaudeville houses in the world. The home of the Majestic circuit in Dallas is owned

by the Interstate Amusement Company, Karl Hoblitzelle, president, who recently moved here from Chicago. Description of

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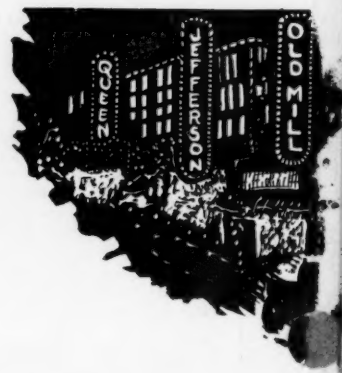
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Majestic Theater



Night View on Amusement

the theater is unnecessary in the Southwest, as it is one of the showplaces of the city and no visitor fails to include it in his or her "What to See" list.

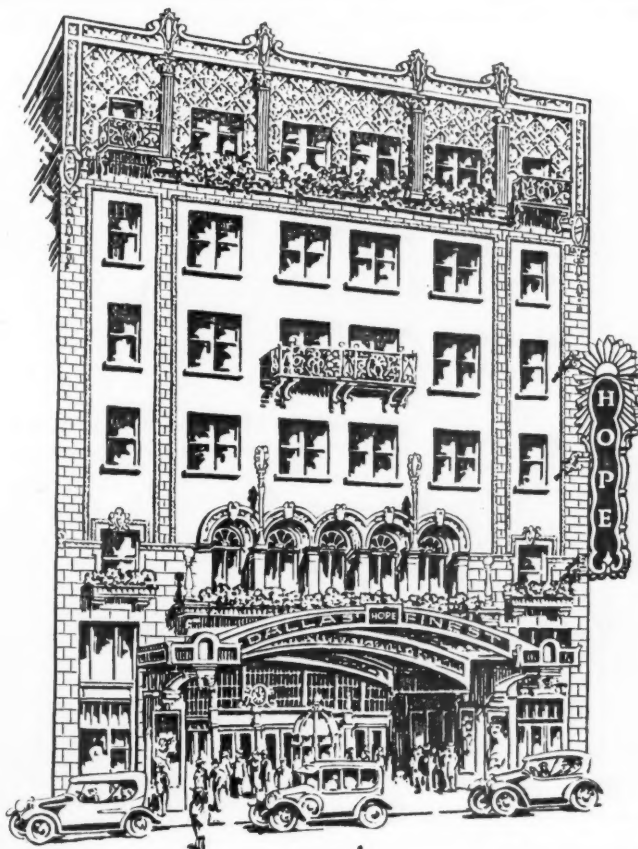
The Palace Theater, opened June 11, 1921, has the greatest seating capacity of any theater in the South, and is one of the largest moving picture theaters in America. Raymond Willie is manager and it is one of the chain of Dallas theaters owned by the Southern Enterprises, Inc., others of the chain indicated in the same cut being the Old Mill, Jefferson and Queen. The Crystal, another of the group; is across Elm Street in the same block. The Washington, an independent theater in the same block, is not shown in this cut.



DALLAS  
MILLION DOLLAR  
THEATRE



Showing New Palace Theater



Hope Theater

## Psychological Clinic Opened Here

Keen interest in psychological tests conducted by him when he was here in March under the auspices of the Y. M. C. A. has caused Dr. Julian Pennington to open a clinic in the Dallas County Bank Building, the first of its kind in Texas. The clinic gives vocational advice after measuring each mental faculty with appliances prepared for the purpose. He is using the same tests that were used for the National War Work Council.

Mental concentration, visual and oral memories and the other mental qualities are measured and then a vocation is named in which one's strongest faculties will best find expression and work with least resistance. The clinic also tabulates monthly from all over America the number of persons preparing for each profession or trade, to avoid sending one into a field that is overcrowded. Tests are made for many professions and for branches of the commercial world and in the artistic, such as music, expression and designing. Aside from the vocational tests, mental examinations are made for school

efficiency, prepared for children of any age.

Dr. Pennington studied psychology in several colleges, doing his last work under the late Dr. Hugo Munsterberg in Harvard University.

## Dallas Architectural Firm Invades Brazil

Rev. O. P. Maddox, Baptist Missionary in Bello Horizonte, Brazil, who has been in the United States about six months looking for suitable plans for the construction of a new church, has just closed a contract with one of our member concerns, the R. H. Hunt Company, for a modern up-to-date Baptist Church. This church, which will be designed in Gothic and will have all of the standard departments of the modern Sunday school idea, is to cost approximately \$75,000 in American money. Bello Horizonte is the capital of Neimas State. One of the unique features of the contract is that the plans must be submitted according to the metric system and the specifications in Portuguese. The plans and specifications are to be completed not later than June 1st,

# New Member Drive Passes 150 Mark

**"Campaign Is Just Starting," Chairman F. E. Shoup Announces;  
Al H. Reed and Seth Tate Are Leading with Six Members Each.**

**M**ORE than 150 new members were secured up to May 1 in the campaign launched at the breakfast April 10, with F. E. Shoup as general chairman. Al H. Reed of the Manufacturers' Department, and Seth Tate of the Transportation Department, are "leading the league," each having secured six new members for the Chamber. While it is impossible to give credit to all the workers as many of them did not sign their names on the cards of new members turned in by them, the faithful work of all is hereby most heartily commended.

Workers in the campaign who have turned in four members each as follows: F. E. Shoup, Sam P. Cochran, Ray MacDowell, B. A. Evans and J. S. McNulty; four brought in three each: T. M. Cullum, C. H. Austin, Louis Kleinman, A. D. Graham Jr., seven brought in two each: E. R. Brown, C. W. Davis, Harry Sigel, A. C. Valentine, W. M. Newman, H. F. Yeargan and W. W. Peavy; other members bringing in one each were Messrs. W. T. Davis, Harry Lockett, H. B. Fisher, Joe Lawrence, E. N. Noyes, I. L. Sanger, J. R. Hancock, Frank Reedy, E. C. Kuster, L. T. Proctor, E. M. Anderson, A. N. Zimpelman, H. J. Joy, J. H. Connell, C. L. Sanger, D. W. Henke, Bert Jones, W. C. Brady, C. W. Padgett, J. B. Heinen, E. E. Latham, Gus W. Thomasson, Wm. Morris, Henry Camp Harris and T. M. Stack Jr.

General Chairman F. E. Shoup says: "The work has just begun and we intend to continue a vigorous campaign. Each member of the Chamber is expected to get at least one new member—make a pledge with yourself that you will do this for your Chamber. If you do not have an application blank, drop by the Chamber and the members of the Staff will furnish you not only with blanks but prospects as well. If you do not have time to do this phone the Chamber and your cards will be mailed the same evening."

## New Member List

Following are new Members secured during the drive:  
Automobile Underwriters of America, Third Floor Magnolia Bldg., Automobile Ins. only.  
Harold J. Abrams, 2628 Maple Avenue, Investments.  
Aschner Bros. Mfg. Co., 1310 Patterson Ave., Manufacturers of Grocers and Bakers Supplies.  
W. S. Atkins, 3729 Mockingbird Lane, Stationery Broker.  
Art Sheet Metal & Model Works, 613 S. Harwood, Sheet Metal Workers.  
John H. Awtry, 802 Western Indemnity Bldg., Attorney at law.

Aggers Production Co., 1315 Praetorian Building, Oil.  
Automobile Theft Bureau, 603 Linz Building, Recovery of Stolen Cars.  
Aiken-Kelsey & Co., 306 Ins. Bldg., Oil Producers.  
Avery Company of Texas, 101 N. Houston St., Power Farm Machinery.  
The Boyd-Patterson Company, Inc., 1323-25 Wood St., Printers and Publishers, Publishers of the "Dallas Oil News."  
T. L. Benning, 1000 Ann Avenue, Plumbing Contractor.  
Wm. Bristow, 2012 McKinney Avenue, Plumbing Contractor.  
W. Early Barrows, 104 Murphy Street, Real Estate.  
W. H. Bertrand, 1412 Commerce Street, Broker.  
C. S. Bailey, P. O. Box 451, Gen'l. Agent, National Insurance Co.  
Joe L. Blewett, 515 Praetorian Bldg., Loans and Farm Lands.  
W. F. Britton, 4502 Reiger Avenue.  
Barnes Radio & Electric Co., 422 S. Akard St., Radio Receiving Sets.  
The Brown-Crummer Co., 1329 Gt. Southern Life Bldg., Investment Securities.  
Ballard Burger & Co., 1205-8 Praetorian Bldg., Real Estate.  
Baker-Moise Co., 708 Elm Street, Hosiery and Underwear.  
Alfred C. Bossom, 608 Fifth Ave., New York, Architect.  
Eugene Coste & Co., 423 Dallas County Bank Bldg., Petroleum Engineers and Geologists.  
Chicago Kosher Cafe., 1507 Commerce Street, Restaurant.  
J. B. Cranfill, 824 Wilson Bldg., Real Estate.  
Cannon Hall Mfg. Co., Payne and Turner Sts., Manufacturer of Bags and Cotton Goods.  
Circle "A" Corporation of America, 401 Main St., Manufacturers of Circle "A" Ginger Ale and Doctor Pepper.  
Chicago Rock Island & Gulf Ry., 118 Field St., Railroad.  
Chapman & Rinker, 601-2 American Exchange National Bank Bldg., Insurance.  
S. P. Clark, 1109 Main Street, Clothing and Furnishing Goods.  
W. G. Campbell, 2602 Commerce Street, Building Contractor.  
Carlton Auto Spring Co., 2814 Main Street, Manufacturing and Repairing Auto Springs.  
Carter Realty Co., 905 Insurance Building, Real Estate.  
T. J. Cole, 702 Sw. Life Building, Investments.  
Cox, Inc., 317-325 Masten Street, Auto Storage and Tires.  
Columbia Service Station, 1713-15 N. Akard, Batteries.  
Dallas Foundry, College and Pacific, Cast Iron Foundry.  
Dallas Corn Mill, 402 N. Walton St., Distributors of Poultry Food and Manufacturers of Stock Feed.  
Doggett Grain Company, North Texas Building, Wholesale Grain.  
W. A. Diffey, 604-5 Wilson Building, Insurance.  
Dallas Oil & Stock Exchange, Suits 402, 1521 Commerce Street.  
Dallas Sanitary Wipers Co., 2010 S. Central Ave., Manufacturers of Wiping Cloth and Cotton Waste.  
Dallas Manufacturing & Plating Co., 107 N. St. Paul St., Nickel, Gold and Silver Plating.  
Dean & Ewen Co., Inc., 2004 1/2 N. Lamar, Mfrs. Pass Books and Check Book Covers.  
Dallas Base Ball Club, 312 Guaranty Bank Bldg., Promoting Base Ball.  
Dreyfuss Flag & Decorating Co., 1330 1/2 Commerce Street, Decorator.  
Dallas Widow Cleaning Co., 1330 1/2 Commerce St., Window Cleaning and Janitor Service.  
Dallas Housing Co., Magnolia Building, House Builders.  
Dallas Disinfecting Co., 2711 Elm Street., Manufacturers of Radium Spray Disinfectant, Floor Sweep, etc.  
J. Y. Darnell, 1020 Main Street, Retail Shoe Business.  
Driverless Ford & Dodge Co., 1310 Commerce Street, Renting Autos.  
F. M. Drake Co., 203-4 Slaughter Building, Stocks and Bonds.  
The Dunn Realty Co., 1221 Dallas County Bank Bldg., Real Estate.  
Eaton, Crane & Pike Co., 916 S. Pearl St., Stationery Mfrs., Wholesale Distributors.  
Elaborated Roofing Co., 2706 S. Ervay., Composition Roofing.  
Edwards & Gray Co., 911 Camp Street, Drayage.  
Eveready Plumbing Co., 116 1/2 N. Lancaster, Plumbing Contractor.  
Fred W. Frost, American Exchange National Bank Bldg., Lawyer.  
Ed. B. Freeman, 406 N. Texas Building, Lawyer.  
Hugh H. Grady, 402 West. Ind. Building, Lawyer.  
Dr. V. Guggenheim, 1705 1/2 Main Street, Physician.  
J. E. Green, 1203 Dallas County Bank Bldg., Railroad.  
Graves Carpet & Rug Cleaning Co., 4308 Roseland Ave., Carpet and Rug Cleaning.  
T. A. Griffin, 411 N. Texas Building, Contractor.  
The Guelitz Candy Co., 1007-1009 Camp Street, Candy Manufacturers.  
L. B. Hatfield, 1617 Bryan Street, Salesman Go-Ro Water Heater.  
Hope Theatre, Laurence F. Stuart, Mgr.  
Housewives Chamber of Commerce.  
Horton Construction Company, 1105 Dallas County Bk. Bldg., Contracting Engineers.  
Hill & Green, 605 Sumpter Bldg., Insurance.  
Clarendon Ions, 902 Great Southern Life Bldg., Fire Insurance Adjuster.  
H. J. Joy, 602 Western Indemnity Bldg., Engineer.  
Allen N. Kearby, 904 Dallas County Bank Bldg., Dentist.  
The Keystone Press, 1915 1/2 Main Street, Printing and Advertising.  
Geo. F. Kay, 1304 Gt. Southern Life Bldg., Commercial Agent Southern Ry.  
Little Brown Jug Cafeteria, 1610 Commerce Street, Restaurant.  
Lewis Oil Corporation, Dallas County Bank Bldg., Producers, Refiners and Marketers.  
Loughborough & Moser, 111 Martin St., Real Estate, Loans and Insurance.  
A. M. Malone, 801 Sumpter Bldg., Mortgage Line-A-Time Mfg. Co., 601 Scollard Building.  
A. M. Malone, 801 Sumpter Bldg., Mortgage Loans.  
E. Mandel, 107 N. Austin Street., Manufacturer of Shirts.  
Mahaffey & Howard, 306 Gaston Bldg., Building Contractors.  
John D. McCall, 805 Bush Building, Municipal Bond Lawyer.  
National Specialty Co., 604 Scollard Bldg., Floor, Furniture, Auto, and Silver Polish, and "Extendo" Printing Regulator.  
National Chemical Co., Floor Sweep, Polish and Mops.  
National Sales & Distributing Agency, Distributors for Associated Bankers, Mfrs. & Relock for Bank Doors, Vaults and Safes.  
New Process Roofing & Supply Co., 802 Cadiz Street.  
Chas. H. Newell, Dallas Dispatch, Publisher.  
LaRue Nelson, 1210 Sw. Life Bldg., Railroad.  
Norgaard Mfg. Co., 521 N. Akard Street, Manufacturer of "Bang-Go" Soap.  
J. J. O'Malley, 501 Praetorian Bldg., Oil Business.  
O. K. Battery Co., 2037 Main St., Manufacturer of Storage Batteries.  
Oliver Printing Co., 1707 1/2 Main Street, Printing and Binding.  
Pulliam-Trewitt Coal Co., 317 N. Walton Street, Coal Dealers.  
George V. Peak Jr., 1002 American Exchange National Bk. Bldg., Insurance.  
J. F. P. Pool, 1001 1/2 Main Street, Life Insurance.  
David F. Parker, 1913 Commerce Street, Motion Picture and Visual Equipment for Educational Work.  
Ralph A. Porter, 1001 1/2 Main Street, Real Estate and Investments.  
Dr. J. L. Pierce, 212 Sw. Life Bldg., Physician and X-Ray Laboratory.  
Post Office Garage, 1800 Commerce St., Oil Station and Garage.  
L. F. Price, 802 Cadiz St., Manufacturer of the "Hitt" Boll Weevil Machine.  
Residence Realty Co., 1103 Main Street, Real Estate Brokerage.  
Frank Rogers, 1303 Elm Street, Commercial Photographer.  
I. Rudnick Mfg. Co., 713 1/2 Elm Street, Wholesale Clothing and Work Clothing.  
Industrial Commissioner, Cotton Belt Ry.  
C. C. Rockenback, 808 1/2 Commerce Street.

Real Silk Hosiery Mills, 218 Sw. Life Bldg., Distributor.  
 Ray Battery Sales Corp. of Texas, 900 S. Ervay St., Batteries.  
 J. Shugar & Co., 1109 Dallas County State Bk. Bldg., Real Estate and Loans.  
 Harry Sigel, 306 Guaranty Bank Bldg., Investments.  
 Surety Loan & Financing Co., 1315 Main St., Loans, Etc.  
 Standard Rubber Co., 212 Browder St., Rubber Goods.  
 Southwestern Land Co., 221 Jefferson Hotel, Colonization Work.  
 Southern Pictures Producing Co., 306 Andrews Bldg., Motion Picture production and distribution.  
 H. C. Sandusky, 416 N. Harwood Street, Chandler Garage.  
 Stegar Transfer Co., 410 Main Street, Transfer and Storage.  
 Standard Spring & Axle Co., 103 S. Houston St., Auto Springs, Axles and Bearings.  
 Southwestern Letter Service Co., 1610 1/2 Commerce St., Direct-by-mail Advertising.  
 Southwestern Forwarding Co., Inc., 2300-2400 S. Harwood St., Merchandise Storing and Forwarding.  
 L. P. Snell, 801 Dallas County Bank Bldg., Insurance.  
 John R. Stephenson, 805-7 Praetorian Bldg., Insurance.  
 Lon C. Sailors, 2127 Phelps St., Standard Plumbing.  
 Rev. C. E. Snowden, Church of Incarnation, Harwood and McKinney Ave., Rector.  
 Smith Bros., 308 Sumpter Building, General Contractors.  
 Summerfield G. Roberts, 607 Sumpter Bldg., Bonds, Real Estate.  
 Southern Investment Co., 219 Slaughter Bldg., Investments.  
 Sale Fruit Cake Co., 203 N. Rosemont St., Manufacturers of Fine Fruit Cakes.  
 Southern Building Loan Assn., Inc., 216 S. Akard, Building and Loan Business.  
 State Bank and Trust Co., 1806 Main St., Bank.  
 Wilford B. Smith, 212 Andrews Building.  
 Safford & Frey, Inc., Akard and Ross Avenue, Automobiles.  
 Texas Radio Sales & Engineering Co., 7th Floor Slaughter Bldg., Radio Jobbers.  
 Texoleum Co., 715 Trust Building, Floor Coverings.  
 Topic Cafe, 2015 Commerce St., Restaurant.  
 Till Boll Weevil Catcher of Texas, 2318-20-22 Live Oak Street, Mfrs. of Boll Weevil Catchers.  
 Texas Freight Claim Bureau, 411 S. Ervay St., Traffic Management.  
 Universal Bearing Co., 1204 1/2 Second Avenue, Mfrs. of All Kinds of Auto Bearings.  
 United Mutual Life Ins. Co., 505 Deere Bldg., Legal Reserve Life Ins. Co.  
 United States Manifold Co., 1314 1/2 Main Street, Carbon Paper and Typewriter Ribbons.  
 Willard Hat Company, 804 Commerce Street, Hat Manufacturers.  
 W. A. Myrick, Gt. Southern Life Bldg., Municipal Securities.  
 Weston Hardware Co., 815 Elm Street, Retail Hardware.  
 Herman H. Webster, 428 Western Indemnity Bldg., Real Estate.  
 Whitehurst & Read, 201-205 Linz Bldg., Attorneys at Law.  
 D. W. Yesner.  
 W. R. Zanes & Co., 715 Praetorian Bldg., Import and Export Broker, Marine Insurance.

The Junior Chamber of Commerce has voted to defray the expenses of three members of the Dallas County Agricultural Boys' Clubs to the state stock judging contest at A. & M. College in July.

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## Manufacturers Tours of Keen Interest

**I**NCREASING the familiarity of Dallas people with Dallas industrial plants is one of the chief features on the program of the Manufacturers' Department of the Chamber. The Texas Hosiery Mills, 1407 South Ervay, the scene of one of the industrial tours last month, employs 110 people and turns out 10,000 dozen pairs of stockings a month. Plans are under way for doubling the capacity of the plant by the end of the year, according to General Manager James C. Dobson.

Another interesting tour was made to the Berger Manufacturing Company, Corinth and South Pearl streets. A unique feature of the plant, which is less than one year old, is that it is built of metal products of its own company.

The first of the afternoon tours included three plants, the first of which was Padgett Bros. Company, 1020 Commerce street. This company has been manufacturing saddlery, harness and leather goods here under the same management for 52 years. The clothing factory of the Higginbotham-Bailey-Logan Company, which department was started in 1914, and the Higginbotham Millinery Company, were other plants inspected. For the benefit of the visitors a lady's hat was made and trimmed completely in 17 minutes at the latter establishment.

A number of prominent speakers have been heard at the weekly luncheon meetings of the Manufacturers' Department during the month, including C. W. Nash, president of the Nash Motors Company, C. W. Patterson, president of the Austin-Nichols Company of New York, Judge Arch C. Allen, who told of the mammoth

program of "manufacturing permanent highways" in Dallas County, and Rev. C. E. Snowden, the first minister to become a member of the Chamber during the campaign launched last month. Manufacturers' listed in alphabetical order from I to T were the exhibitors at the various luncheons, and hundreds of dollars worth of goods were given away as prizes to further familiarize Dallas people with "Made-in-Dallas" products. The luncheon on April 7 was attended by a group of senior engineering students from Texas A. & M. College and an address was made by J. C. Nagle, dean of engineering at the school.

Boude Storey, chairman of the committee on the permanent exhibit building at the State Fair, has announced that Herbert B. Carpenter has been placed in charge of signing space for the new building. The space is going rapidly, it was reported.

## Purchasing Agents Visit Paint Plant

Twenty-five members of the Dallas Purchasing Agents' Association visited the factory of the American Paint & Supply Company at North Haskell and H. & T. C. Railroad on March 14 and were initiated into the secrets of paint making. The party was escorted through the plant by C. H. Seabrook, vice president and sales manager, Al H. Reed, assistant sales manager, and the plant superintendent, C. M. Brick. The visitors were shown the electrically driven paint mills and watched the process from the mixture of the raw materials on the upper floors down through the powerful grinding mills and agitators on the lower floors and then to the canning and barreling departments. They were surprised to learn of the terrific heat to which many of the liquids are subjected. The modern laboratory was also visited.

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Individual Towel Service—  
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Loans made on first-class improved residence property in Dallas and on improved farms in the black land belt.

## BREG, GARRETT AND COMPANY Praetorian Bldg.

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DALLAS  
and  
FORT WORTH

Economical  
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Quick Service

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## School of Commerce Activities

THE spring term of the school started the first of April, with enrollment increased through the addition of new classes. This term classes are being conducted in Accounting, Advertising, Commercial Spanish, Economics, Business Law, Business Administration, Retail Merchandising, Salesmanagement, and Casualty Insurance.

Lawrence Miller, realtor, delivered the first lecture before the class in Retail Merchandising, outlining and explaining the necessary factors to consider in choosing a location for a retail store.

Charles L. Sanger of Sanger Bros., spoke before the class the following week, going into detail in discussing the functions and place in the distribution system of the various types of retail stores.

On April 25, A. G. Bass, assistant manager of Ernst & Ernst, Accountants, read a paper on the Retail Method of Inventory, showing the difference between the cost and retail methods of controlling the accounts of a retail store.

The advertising class met April 6, with William Henson of the Johnston Printing & Advertising Co., as the lecturer. The purpose and accomplishments of house organs was discussed under the direction of the speaker, and numerous exhibits of good and poor house organs were shown.

Harry McMains, of the Wynne-McMains Advertising Agency spoke before the class on April 13, when he outlined the work of an Advertising Agency, explaining in detail the various parts of the work of advertising undertaken by agencies, its relations with clients, and its internal organization.

The following week, April 20, the class met at the rooms of the Southwestern Advertising Agency, where Joseph Wells spoke on the preparation and planning necessary before undertaking the production work of an advertising campaign. Several examples—presentments, window displays, and series of completed advertisements were shown as parts of the advertising campaign.

On April 27, L. F. McKay, publicity director of the Texas Farm Bureau gave a talk before the Advertising class on the Importance of Advertising in Marketing Farm Products.

The first class in Insurance met with G. A. Elbow, local manager of the Southern Surety Co., when the subject of "Fidelity Bonds" was discussed.

On April 7 Ernest Robbins of the United States Fidelity & Surety Co., delivered a lecture on "Surety Bonds."

Walter Seay, of Seay, Seay Malone & Lipscomb, read a paper on the subject of "Fidelity and Surety Claims" before

the class on April 14. The following week George M. Easley of Geo. M. Easley & Co., spoke on the subject of "Compensation."

Any persons interested in any of the courses given by the Dallas School of Commerce are invited to get in touch with the Secretary, at the Chamber of Commerce.

The book on General Insurance Practice will be off the press very shortly, and be available to all interested. It comprises the manuscript of the lectures in General Insurance given last spring and repeated last fall. The following insurance agents and companies are contributing toward distributing the book to the local agents of the State—Aetna Life Insurance Co., Casualty Dept.; Royal Insurance Co.; Dargan & McLarry, General Agents; Geo. M. Easley & Co., General Agents; Fireman's Fund Insurance Co.; Insurance Co. of North America; Commercial Union Assurance Co.; T. A. Manning & Son, General Agents; Roberts, Price & Co., General Agents; I. Reinhardt & Son, General Agents; United States Fidelity & Guaranty Co.; Gross R. Scruggs & Co., General Agents; Trezevant & Cochran, General Agents; Aetna Insurance Co.

## Dallas Delegation to Attend Meet at Plainview

The Chamber of Commerce will be represented with a delegation at the annual convention of the West Texas Chamber of Commerce to be held at Plainview May 22 and 23. In preparation for the convention the enterprising capital of Hale County has erected an auditorium of extensive seating capacity. Several thousand attended the West Texas Chamber convention at Ranger last year, and it is expected that an even larger number will go to Plainview. The program is exceptionally good this year. Among entertainment features will be an automobile trip to various irrigation wells. Plainview uses the slogan: "Nothing shallow but the water," the point being that they have deep soil and other bountiful resources and that it is an advantage, from an irrigation standpoint, for the lift of the water in the wells to be slight. The Plainview country at that season of the year is most beautiful, easily rivaling the boasted pump-irrigation belt of Southern California.

Any Dallas people desiring to make the trip and learn more of the resources of Texas and of the famous West Texas spirit are requested to let the Chamber of Commerce know. Dallas has a number of members in the roster of the West Texas Chamber.

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## What Dallas Visitors Are Saying

**T**HAT in his opinion Dallas should double its population within the next ten years, was stated by Charles W. Nash, president of the Nash Motors Company, in an address before the Manufacturers' Department of the Chamber of Commerce. He said that manufacturers already in this city gave him chief basis for this prediction.

"I had always known of Dallas as one of the biggest distributing points in the entire country, but to learn of your manufacturing progress has convinced me that Dallas is licensed to become one of the most important cities in the entire Nation, as in some ways it already is," he stated. "Manufacturing means more workmen and consequently more money in the local buying markets."

**I** NEVER saw boosters like the people of Dallas," J. H. Wilson of Galt, Ontario, Canada, said in an interview in a Galt newspaper upon his return from a visit to Dallas. "While it is a Southern city, the people are more like Westerners in their habits and manners, very progressive and above all, loyal to their city."

Adolph Boldt, secretary of the Southwest District of the Chamber of Commerce of the United States, said recently in an address that but few cities of the Nation are making the construction progress that Dallas is recording. He mentioned that building permits in Dallas last year were greater than those of St. Louis, although St. Louis has nearly five times the population.

**E**VERY effort should be made to encourage capital to come to Texas and so far as possible legislation that would foster new capital should be encouraged," C. W. Patterson, president of the Austin-Nichols Company of New York, one of the biggest wholesale grocery concerns in the Nation, told guests at a luncheon of the Manufacturers Department of the Chamber. He said that a city can go only so far as a distributing center and then its growth will depend largely upon its development of manufacturing. Mr. Patterson told of the increased manufacturing industries of Ohio and how population there had grown, this being largely brought about by legislation secured under Governor Cox.

Compliments were offered Dallas upon its Open Shop progress by Earl J. McCone of Buffalo, N. Y., managing editor of the Buffalo Commercial, which has always been an open shop newspaper, and also organizer of the Associated Open Shop Publishers of America, upon his



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visit here. He said there are 188 open shop daily newspapers in the nation. A dinner for the visitor was given at the Dallas Country Club by the directors of the Dallas Open Shop Association.

**J.** D. LORENTZ, Eastern business representative of the Dallas-Galveston News and the Dallas Journal, with headquarters in New York, rubbed his eyes Rip Van Winkle-like in amazement at the growth of Dallas upon his recent visit here for the first time in nearly thirty-seven years.

"The growth of Dallas from a commercial, financial, manufacturing and distributing standpoint is marvelous," he said. "There isn't a city that I visit or have knowledge of that has grown in these directions more than Dallas. One of the reasons for this is the high transportation costs, and the fact that people are now living in an age when they don't want to wait for shipments as they formerly did. In the old days a merchant of buyer would think twice a year was sufficient to stock his shelves with goods, but now many lines are ordered almost daily. This necessitates a convenient jobbing and distributing center to serve the vast territory of the Southwest of which Dallas is unquestionably the one city."

### Insurance Company Shows Business Gain

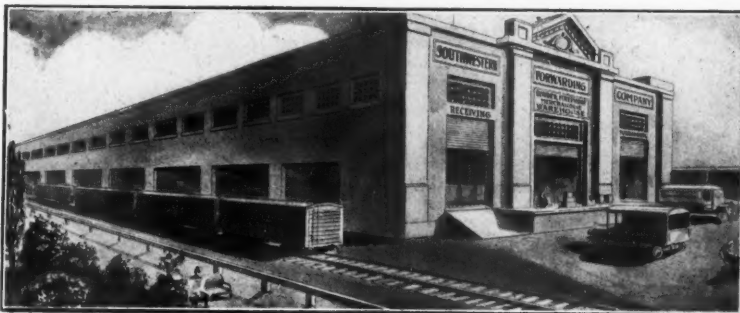
The International Travelers' Health and Accident Association, through its president, Price Cross, reports a 35 per cent gain in business for the first quarter of this year as compared with the first quarter of 1921. The I. T. A. was organized by Dallas men and incorporated in 1903. In speaking of the growth of Dallas as an insurance center, Mr. Cross said:

"It is not generally known what a large insurance center Dallas has grown to be. Besides four legal reserve life insurance companies having their home offices here, there is one employers' liability, one life re-insurance, two fire, one fraternal life company and the largest health and accident association in the South, which have home offices in this city. Dallas is sometimes referred to as the 'Hartford of the Southwest.' Insurance is beginning to be looked upon just as much as dry goods, boots and shoes, millinery or any other wholesale line, and the insurance business adds millions to Dallas bank clearings annually."

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## Goodwill Tour of Chamber Now Under Way



TRAVERSING 1123 miles, visiting a district with 3,000,000 people, stopping in towns with an aggregate population of 249,000, the special train of the 21st annual good will and trade tour of the Chamber of Commerce left May 7 for a six-day swing. The itinerary covers South and Southeast Texas, including leading lumbering territory and a rich agricultural belt. C. L. Norsworthy is general chairman in charge of the tour. Towns visited will be regaled with music by the Dallas Band.

Among the 100 cities and towns to be visited are Waco, Temple, Belton, Granger, Georgetown and Austin, with Monday night's stop in Austin; Taylor, Rockdals, with night stop at Palestine, Crockett, Huntsville and Conroe, with night stop at Navasota; Brenham, Sugarland, with night stop at Port Arthur; Beaumont, with night stop at Nacogdoches; Jacksonville, Athens and Kaufman, reaching Dallas Saturday night, May 13.

The personnel of the party was not complete when copy for the magazine was turned in.

The Japana Specialty Company, Grand Haven, Michigan, manufacturers of flower holders, water glass covers and saucers, candy jars, etc., and jobbers of other lines of glassware, desires representation in Dallas to sell to art stores, gift shops and department stores.

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## Better Freight Service to Panhandle

THE Dallas Chamber of Commerce has arranged for freight service from Dallas to Amarillo that excels that from any of our competing points, such as Wichita, Kan. or Kansas City, or St. Louis, Mo.

For some time past, Dallas merchants have been under a handicap in competing for Amarillo business, because deliveries could be made as quick or quicker from Kansas City to Amarillo. Today, however, we have a car operating from Dallas over the Rock Island Railway and Ft. W. & D. C., which gives us second morning delivery. This service is far superior to that from Kansas City or Wichita Kansas, exceeding service from these points from two to four days. The car leaves Dallas on the first evening over the Rock Island; leaves Ft. Worth the same evening over the Ft. W. & D. C., and reaches Amarillo the following evening and is ready for delivery the second morning.

We have seven cars out of Dallas to Ft. W. & D. C. points that operate in a similar manner, giving Dallas freight service to all points in this valuable territory that is as good or exceeds express service.

The Transportation Department has been very active in handling these matters for the shippers and these cars are merely illustrative of the service that has been arranged to all points in Texas and Oklahoma for the Dallas shippers by our Traffic Board. We solicit the earnest co-operation of all the shippers in using our Routing Circular No. 2, which has been distributed free of charge to all members of the Chamber of Commerce and other shippers in the City of Dallas. This book shows routes, rates, rate mileages and general shipping information from Dallas to all points in Texas and Oklahoma. If you have not received a copy of it, we will be very glad to furnish the same upon request.

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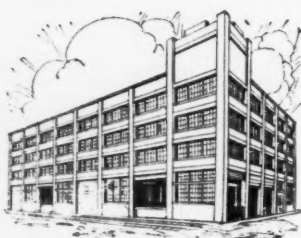
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## Keeping Up With Busy Dallas

R. A. Bradford, formerly with the Miller-Stemmons Company, and well known in Dallas insurance circles, has become associated with J. W. Lindsley & Co., as manager of their insurance department.

O'Connor, Smith & Co., of Dallas, have been awarded the contract for more than \$300,000 worth of paving at San Angelo.

John R. Hancock has been re-elected president of the Dallas County Bee Keepers' Association. Picnics and "honey spreads" at various points in the county are planned by the organization for this summer.

The Dallas Kennel Club has been formed with T. L. Bradford as president and A. P. Cunningham, secretary. Among the activities of the club, bench shows at the State Fair will be aided.

The Piggly Wiggly Corporation has announced its entry in the Kansas City retail market, with C. S. Wyatt, for the past year district manager in Dallas, in charge of the new grocery establishment. Mr. Wyatt is succeeded in Dallas by A. S. Bird, who has held this position at Fort Worth.

Charles L. Sanger has been named chairman of the Municipal Market Committee, with Mrs. Charles F. Weiland, secretary. At the market each year the products of Dallas County farms are offered direct to the consumer.

George Patullo, well known Dallas journalist and short story writer, and Mrs. Patullo have left for Europe where Mr. Patullo will write some feature stories for the Saturday Evening Post. The Patullo home on Swiss avenue has been purchased by John W. Philp. Mr. Patullo said that upon his return from Europe the family will probably live in New York, making several yearly trips to Dallas.

George O. Griffin has been appointed Southwest district manager for the Republic Motor Truck Company, with headquarters at Dallas.

A pamphlet giving a short history of the organization and work of the Dallas Municipal Music Commission has been issued by the National Bureau for the Advancement of Music with headquarters in New York City. The pamphlet was issued as a guide to other cities which are interested in the advancement of music, and contributes to the city and former Mayor Frank Wozencraft, originator of the commission.

F. L. Hockensmith, for ten years connected with the B. F. Goodrich Rubber Company in various capacities, has been made manager for the Dallas district. Headquarters for the district are maintained here, with branches at Houston, El Paso and San Antonio.

Richard Haughton, formerly secretary of the Dallas Chamber of Commerce, delivered the feature address at a recent meeting of the Kaufman Chamber of Commerce.

The Detroit Better Business Bureau has adopted an emblem similar to that of the Better Business Bureau of Dallas.

R. L. Mullins has been elected president and Otis Brown secretary of the Producers' Milk Company, organized by the North Texas Farm Bureau Dairymen's Association.

J. K. Lewis, former Dallas resident but who has been in New York for a number of years with the Union Clothing Company, has returned to Dallas where he will be district manager of the Union Clothing Company with thirteen stores under his direction.

An increase of over 100 per cent in the foreign values of importations passing through the Dallas customs office during the fiscal year ending June 30, 1922, as compared with the previous year, is indicated, according to G. J. Geyer, in charge of the office. The importations for the current year may reach \$700,000, with the bulk of the shipment from England, France and Germany.

Sunday school attendance records in Dallas and in Texas were broken Easter Sunday when 39,809 attended classes at the nearly 200 churches of Dallas.

Louis Brown has been named chief of police, filling the vacancy caused by the death of Elmo Strait. Assistant chief Henry Tanner will retire from active service shortly to make the race for sheriff.

Four Dallas men and women will be on the faculty of the University of Texas Summer Normal School this year, which opens June 13 for eight weeks of instruction. They are N. R. Crozier, assistant superintendent of the Dallas Public Schools, who will direct the normal again this year; L. V. Stockard, principal of Bryan High, C. E. Rutledge and Miss Lida Hooe.

The D. H. Harolson Realty Company has moved their offices from 2003½ Main street to 205 North Ervay street.

Judgment dissolving the receivership of the Little Motor Kar Company and turning over the property, located near Grand Prairie, to the trustees has been entered by Judge Gilbert in the 68th District Court. J. E. Payne, C. M. Ward, and W. E. Joor are the trustees.

All Highland Park officials were re-elected in the recent election. They are as follows: Mayor R. H. Davis, M. Costello, city marshal and secretary, and the following aldermen: J. E. Lockhart, B. W. Carrington, John W. Kiser, Percy H. Smith and W. H. Francis.

The Southwestern Coal Dealer is a new monthly publication in Dallas with offices at 1312½ Commerce street. Jack J. Drew is the publisher, Dempster Osterlander, editor, and H. C. Botting, business manager.

The Federal Reserve Bank of Dallas is the first local institution to be granted a permit to use the postal meter, which does away with the tedium of affixing stamps to letters.

Herbert M. Greene of Dallas has been appointed architect for the University of Texas, Austin, at a meeting of the regents. Mr. Greene is architect for the Scottish Rite Dormitory being erected at the University.

The Adolphus Hotel has installed two instruments for furnishing radio service free to its guests.

The Ware Chemical Company has elected Royal A. Ferris, president, W. S. Kirby, general manager, T. A. Ferris, and W. H. Patterson, vice presidents. These officers and P. S. Kerr and Louis Moore will comprise the board of directors. Plans for the enlarging of the company have been announced.

A. L. Compton, assistant manager of the Oriental Hotel, has been elected president of the recently organized Dallas Greeters, composed of hotel and club managers and assistant managers. Fred H. Myers was elected vice president and C. M. Rentzel of the City Club, secretary and treasurer.

The Veterans' Bureau, the War Risk Insurance Bureau and the U. S. Public Health Service have moved from the Baker building to the building at Akard and Pacific avenue formerly occupied by the United Motors Company. Over 400 girls are employed by the various Government agencies, which will occupy the entire building.



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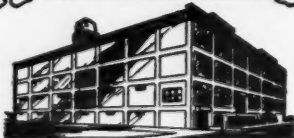
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## Keeping Up With Busy Dallas

G. A. Trumbull, general manager of the Huey & Philp Hardware Company, was elected first vice-president of the Southern Hardware Jobbers' Association at the convention recently held in New Orleans.

The Burroughs Adding Machine Company has moved to the new Hope Theatre building.

"Flowerdale Farm," south of Dallas, celebrated its twenty-first anniversary April 22 with a barbecue at which fully 1,000 people from Dallas and the county were present. The guests included a large number of members from boys and girls' agricultural clubs and also members of the Dallas County Pure Bred Live Stock Association, of which Dr. A. E. Flowers is president.

Guy H. Spencer, for the last seven years manager of the St. George Hotel, has become manager of the Park Hotel, succeeding E. D. Gonzales.

Senor Benigno Cantu V, 2000 Masten street, completed the past month his first year of residence here as Mexican consul, during which he has made many friends for himself and the country he represents.

Elmer Scott has been elected president and forum chairman of the Dallas Open Forum, Mrs. S. M. English, vice chairman, Miss May Gleason, secretary, and Jonas Rosenfield, treasurer.

J. J. Skaley, one of the best known shoe men in the Southwest, has become identified with the Leon Kahn Shoe Company.

The Dallas Chiropractic College, 1920½ Main street, of which Dr. W. D. Willey is president, is the first institution of its kind in the city.

The Rick & Hurt Investment Company have fifteen six-room cottages under construction in their North Fitzhugh Avenue Addition and will let the contract soon for forty more. The addition is between Ross and McKinney avenues, adjoining the new park recently opened by the city in the Cole tract.

C. M. Wheeler, president of Ye Planry Inc., writes the Chamber that since they have been in business they have sold to 1500 lumber dealers or builders over the Nation. In addition to the Dallas office, they also maintain an office in Kansas City, he notes.

"Magic Dallas" is the title of a splendid moving picture film depicting early Dallas as well as metropolitan Dallas of today, shown as one of the features at the opening of the new Hope Theater. It was produced by the Fitzhugh Film Company of Dallas, and credit was given to the Chamber for statistics used.

◆◆

The James P. Simpson Company made a complimentary motion picture of the Manufacturers' Luncheon and exhibits held April 14 in the Palm Garden of the Adolphus, which was shown at the Majestic the week of April 29.

◆◆

The Chamber has lost a valuable member in the transfer to St. Louis of Harry H. Richardson, sales representative of the Youngstown Sheet & Tube Company. Mr. Richardson says he will continue to be a Dallas booster.

◆◆

J. L. Lattimore, who for the past two years has been connected with the insurance agency of Henry Camp Harris, has become secretary of the Chamber of Commerce at our enterprising neighboring town, Kaufman.

◆◆

Will S. Henson of the Johnston Printing & Advertising Company has been elected chairman of the Study Division of the Dallas Advertising League.

◆◆

Sam R. McElreath and associates have purchased the Practical Engraving Company, 1007½ Elm street.

◆◆

Earl C. Scott, formerly with the Texas Drug Company, has purchased an interest in the firm of Walraven Bros., and will assist in sales promotion.

◆◆

Dallas Smith, who has been associated with I. Reinhardt & Sons, has purchased an interest in the firm of Rucker, Heart-sill & Ellis, insurance, and in the future the firm will be known as Smith, Ellis & Company, 1317-19 Commerce street.

◆◆

O. Brice Gaston and Howard L. Varner have been named delegates and R. H. Austin and Julius Schepps alternates to the national convention of Junior Chambers of Commerce to be held at Indianapolis June 15-17.

Announcing the Opening  
of the

### **Psychological Clinic**

For Psychological Vocational Tests  
Under Personal Supervision

DR. JULIAN PENNINGTON

Former Director of Psychological  
Clinic for National War  
Work Council

417 Dallas County State Bank Bldg.

## **Their Experience Can Be Your Guide**

Experienced car buyers today consider three important factors when they get ready to buy--

First-- to select a car of proved merit, that is produced by a stable manufacturer;

Second--to deal with a local concern which by square and business-like methods has proved itself worthy of confidence;

Third-- to know that the local dealer has an efficient service department, and a stock of replacement parts, to enable him to give prompt and satisfactory attention to owners whenever service is needed.

The nation-wide approval of Dodge Brothers Car, and the standing of this organization locally, fully meet the requirements of the thoughtful buyer.

Keep this in mind when you are thinking of buying a car.

*Gordon Perry*

◆◆◆

## **PERRY MOTOR CO.**

615 Good Street

Telephone Number X 6345

**"Good Street for Good Service"**

The Original D. P. Cleveland Process

## FLOZOFF METHOD

For removing paint from automobiles, furniture, houses or any painted article.

Process Fully Covered by Patents.

### FLOZOFF PLANTS IN THE FOLLOWING CITIES:

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Denver  
Los Angeles

San Francisco  
Sacramento  
Shreveport  
Houston  
San Antonio  
Galveston  
Waco  
Wichita Falls  
Amarillo  
Dallas



For territory see or write

UNIVERSAL PAINT REMOVER & MOTOR CLEANING CO.  
2517-19-21 Main Street  
DALLAS, TEXAS

## BUSINESS OPPORTUNITIES

The American Zephyr Company, 109 North Dearborn street, Chicago, Ill., has asked the assistance of the Chamber of Commerce in finding a company or individual to take over the exclusive selling rights in Texas for the "Zephyr Gentle Breeze Dryer," an electrically operated warm air device for replacing towels in hotels, hospitals, department stores and similar institutions.

The Hayes Shock Absorber Company, 1023 Washington Ave. South, Minneapolis, Minn., is seeking a distributor for North Texas, to have headquarters in Dallas. This company makes an automobile shock absorber and has recently added one of special design for Ford cars. Inquiries should be addressed to D. J. Swedell, sales manager.

The A. S. Campbell Company, 161 Prescott street, East Boston, Mass., manufacturers of metal "Cello" products, including metal hot water bottles, canteens and mess kits for sportsmen, Boy Scouts and Campers, "Cello" dome light for motor cars, automobile curtain windows, etc., desire representation in this territory by someone calling on jobbers of drugs, automobile equipment, sporting goods and hardware. Address replies to J. G. Campazzie, sales manager.

R. E. Harte, western sales manager of the Camel Dry Storage Battery Company, 2319 Grand Avenue, Davenport, Iowa, wants three or four experienced storage battery salesmen to sell exclusive agency contracts for the Camel Dry Storage Battery to dealers throughout Texas.

The Brazilian-American Import Company, 501-507 Gravier street, New Orleans, La., importers and exporters of coffee, rice and sugar, wants to communicate with brokers in Dallas selling green coffee, rice and sugar.

C. M. Edson, Dee Bee Buildings, Parliament street, Cape Town, South Africa, has written the Chamber that he is an American in South Africa in importing and exporting business and would like to represent any Dallas manufacturing concern interested in South African trade. Mr. Edson is also an exporter of the following articles and would like to communicate with prospective buyers: Asbestos, corundum, molybdenite, tantalite, attimony, turmaline, purple stone, tin, copper, zinc, mica, galena (lead) wolfram, tungsten, pigments, aqua marie, topaz, graphite and marble.

## The Dallas Transfer Co.

*Distribution and Warehousing*

The Oldest Transfer and Warehouse Company in Dallas. We specialize in assembling Household Goods and Automobiles for shipment in carload lots, thereby saving you money and insuring safe handling.

Select your Warehouseman as you would your Banker.

We store and distribute Merchandise and Household Goods of all kinds.

We will appreciate your inquiries for our services.

400-414 Poydras Street, DALLAS, TEXAS

## WE ARE THE ONLY MANUFACTURERS OF COTTON AND WOOL WASTE IN DALLAS

*We also sterilize and pack our own sanitary white and colored wipers*

*Highest quality, lowest prices, dependable service*

*Samples and quotations on request*

## DALLAS WASTE MILLS

DALLAS, TEXAS

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MEMBERS REPRESENT THE LEADING LINES OF OFFICE AND BUSINESS MONEY SAVING DEVICES

*Fosters better general service to all Office Appliance and Specialty Users*

For information regarding any office appliance or specialty equipment, send your request to us and it will be directed to the various manufacturers of the article desired.

1209 SOUTHWESTERN LIFE BLDG.

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## MEMBERS

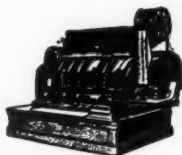
R. H. AUSTIN, *Pres.*  
Time Clocks  
J. F. SNOWDEN, *V-Pres.*  
Multicolor Presses  
C. B. VAN HECKE,  
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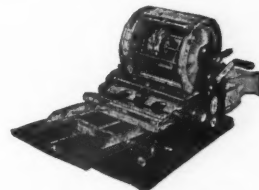
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H. L. Kuykendall, Sales Agent  
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1100 Commerce St.  
Dallas, Texas

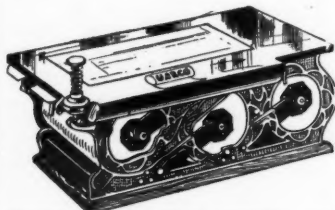
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Visible Business-Control Equipment  
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You will enjoy the change. For the first time you will be independent of the slow old shorthand way of dictation which wastes fully an hour of the day.

You don't do yourself justice in tedious stenographic duets, for, when you feel like dictating then is when you should talk to your man. To many letters you can Ediphone the answer the first time you read them.

And how about cleaning up your desk when you go away or get back from a trip? Then you will doubly appreciate an Ediphone—your Electrical Secretary.

A 15-minute demonstration in your office will prove how easy and positively necessary the EDIPHONE System is in practical operation.

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# DALLAS

## *Financial Center of the Southwest*

- ¶ Dallas, one of the twelve leading business centers of the Nation, chosen by the Government as sites for Federal Reserve Banks, is unquestionably the logical location for any concern seeking Southwestern headquarters.
- ¶ Statistics from the Secretary of State's office show that Dallas is the headquarters for as many Northern concerns as the three other largest cities of Texas combined.
- ¶ The financial center of a territory means the business center, the manufacturing and distributing center. Northern concerns choose Dallas because it is the business capital of Texas, the greatest producer of raw materials in the Nation and with three-fourths of its tillable lands still untouched by the plow. Dallas is the leading distributing center for the Southwest, which has produced \$5,000,000,000 worth of new wealth in a single year, or \$500 worth for each man, woman and child in the territory. Dallas is also the logical gateway to the rapidly developing Mexican market.
- ¶ Dallas ranked 22nd in bank clearings in 1921 in the Nation, according to Bradstreet's, although the 1920 Federal census showed it ranking only 42nd in population. Bank clearings are regarded as one of the surest indices of a city's commercial strength and activity.
- ¶ Dallas Clearing House banks co-operate closely with the Dallas Chamber of Commerce in aiding new concerns to become satisfactorily located in Dallas, and in all other efforts looking to the upbuilding of the city.

*Friendly, Liberal, Progressive, Safe Banking  
Connections are offered by members of the*

## Dallas Clearing House Association

*Comprising—*

AMERICAN EXCHANGE NAT'L BANK  
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